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MCV

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“MODERN
WARFARE 3
LOOKS
FANTASTIC”

360



“BEST SHOOTER”

ShortList
BEST
OF E3
2011
WINNER



“NOVEMBER
CANNOT COME
SOON ENOUGH”

XBOXWORLD
360

MCV

EVENT GUIDE page 27

GAMESCOM SPECIAL

MCV presents a bumper-sized 84-page issue to coincide with this year's Gamescom in Cologne, featuring a full exhibitor list and guide to Koelnmesse

EVERY BUYER ● EVERY BRANCH ● EVERY WEEK

Issue 650 Friday August 12th 2011 £3.25

HMV and Asda veterans to take Grainger nationwide

Emerging retail chain finalises senior exec team ● New website on the way

by Christopher Dring

GRAINGER GAMES has hired two retail experts in its bid to become a national brand.

The fast-rising independent chain has filled two key commercial and finance roles.

Mark Blundell has been hired as finance and logistics director. Blundell boasts some 20 years experience at Asda, including a stint as finance director. More recently, he worked as finance director at Home Delivery Network.

Meanwhile, Simon Peck has signed up as commercial director. Peck used to be commercial director at HMV.

The pair join Grainger's senior management team, which also includes MD Stephen Bowyer, chairman Jonathan Fellows and sales director Phil Moore.

"I believe the team that now runs Grainger Games is one of the best and most experienced out there," said Bowyer. "We now see this as



This is the spring board onto the next level for our business.

Stephen Bowyer, Grainger

the spring board onto the next level for our business."

Peck added: "I spent 20 years at HMV, and I am delighted now to have found a group of people at Grainger that I know can deliver exceptional results."

Most Grainger Games stores are in the North of England, but the retailer says the new team will realise its dreams of becoming a national brand. The firm has doubled in size in 12 months with 64 stores and opened a second distribution facility. And it's not slowing down.

"We have no shortage of locations and opportunities

to consider," added sales director Phil Moore.

"We have a proven store opening process. Once we know a location will work for us we are quick to open that

unit – we opened seven stores over 10 days in March.

"We will be opening more stores this year and will increase our market share as a result."



Mark Blundell and Simon Peck (above left) join Stephen Bowyer and Phil Moore (above right) on Grainger's senior management team



Grainger's 64-strong chain has plenty of room for expansion in the UK

OnLive UK: September 22nd launch

by Dave Roberts

CLOUD GAMING comes to the UK in a serious way on September 22nd.

OnLive launches that day, MCV can reveal, with some 125 titles available.

The firm also has deals in place with retailers to stock the micro console as well as agreements with consumer electronics manufacturers to bundle the technology with Blu-ray players and TVs.

Pricing models have yet to be announced for Britain's first cloud gaming service, but CEO Steve Perlman told MCV that early adopters will benefit from an array of promotions with partners including BT, HTC and other brands yet to be disclosed.

In the US, the micro console is available from the OnLive website for \$99.

Perlman said the unit will also be sold in games shops – but not straight away.

"The issue is whether or not we will have enough units," he told MCV.

"Every time we increase the number of units we're manufacturing, someone else says they'd like to give it away with their product. But yes, we have agreements in place with retailers."

Turn to page 4 for more from Perlman about OnLive's UK launch.

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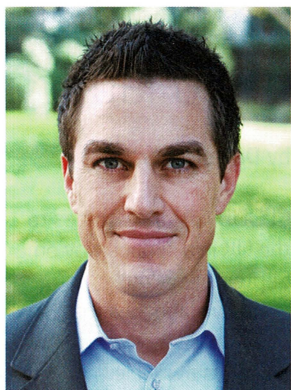
MCV looks back at 15 years of *Resident Evil* and talks to the series' creators

59 RETAIL BIZ

We preview the biggest upcoming games, including *Driver: San Francisco*

Retail must learn from Apple Stores, says new president of EA Sports

Specialists must focus on in-store experience, says Wilson ● 'Relationship between shops and customers changing'



by **Michael French**

CHALLENGED retailers would do well to learn from one of the High Street's success stories, Apple, says the new head of EA Sports.

In an interview with MCV, Andrew Wilson – EA Sports former studios head, last week promoted to president of the label – said not enough games retailers are thinking of the customers' experience, and are putting shoppers off.

"There are games on a shelf, you talk to a guy behind the counter, you buy



Apple's stores have become iconic for the in-store experience they offer, and EA has experimented with this via an EA Sports retail outlet

a game, you walk out. It's a transaction experience, not a retail experience," he said, pointing to Apple's fashionable global stores.

"Apple has created a great retail experience that people find exciting and fun – even though everything and more can be found on Apple's site, people still choose to visit the store itself.

"I am not the Nostradamus of interactive entertainment but I have looked at what companies have been able to do with retail experiences

“Everything can be found on Apple's site but people still visit the store.”

Andrew Wilson, EA Sports



and the type of feeling you get when you go there. I think [that Apple's focus on experience] is what retail has to replicate in our industry."

Apple has 330 stores around the world. Although relatively small compared to the storecount of GAME or GameStop, the chain has become iconic thanks to its in-store presentation.

But games retailers will have to evolve if they want to match that, said Wilson.

"The challenge for retail in the entertainment industry

is 'what is that experience?' There are ways that they can do it. I think retail will still exist for many years to come but I think it will exist in a different format.

"The relationship between game maker, retailer and consumer will continue, but I think it is going to be different in future."

EA itself has already experimented with new retail experiences, opening up a retail store dedicated to its Sports range in the US.

EA: 01483 463000

This revolution **will** be televised

by **Dave Roberts**

BIG ELECTRONICS brands are keen to bundle OnLive in their products to help it find traction in UK living rooms.

OnLive CEO Steve Perlman told MCV that manufacturers of Blu-ray players initially are keen to get involved.

"They see OnLive in a similar way to LoveFilm, only without the physical media element," he said. "It's an extra service to offer."

He expects consumer products with built in OnLive capability to be in UK stores pre-Christmas – and if not then very soon afterwards.

“Companies see OnLive as similar to LoveFilm, as an extra service.”

Steve Perlman, Online

Perlman also revealed that next year some of OnLive's publishing partners are planning to ship disc products that contain a code entitling consumers to play via OnLive at no extra cost.

"They know that that means their customer can play wherever they are and have a new level of convenience."

OnLive will launch in the UK on September 22nd. www.onlive.com



Big electronics brands will pump OnLive into UK living rooms

Sharkey set for LGC address

Undertones star to speak at November event



by Michael French

INFLUENTIAL music industry figure Feargal Sharkey has joined the London Games Conference speaker roster.

The former Undertones lead vocalist and current head of record industry trade body UK Music, will deliver an address on lessons that the music industry has learnt during the digital transition.

He will talk about the mistakes and the triumphs that got the music industry to where it is today and the prerequisites that an industry likes games must have if it is going to be successful in talking to legislators, major corporations and the member companies themselves.

He joins a list of luminaries set to talk in November. Other speakers include GameStop's Mike Mauler, Valve's Jason Holtman, Sega's John Clark and digital security expert Prof Peter Sommer.

London Games Conference takes place at the Royal Society of Medicine and is organised by MCV and Develop publisher Intent Media.

"Feargal grows a line-up of influential speakers that are experts in digital distribution and connectivity and will be at

LGC to help the trade improve its understanding of how games will evolve in the connected era," said Intent Media MD Stuart Dinsey.

"LGC is the only event that looks at how the industry is changing around online content and how everyone – publisher, retailer, developer and consumer – is affected."



LGC will help the trade understand how games will evolve in the connected era.

Stuart Dinsey, Intent Media

London Games Conference starts at 4pm on November 10th. The focused conference will be followed by networking and dinner.

Passes cost £229 before the early bird deadline of September 30th. Contact Hannah.Short@intentmedia.co.uk or call 01992 535 646 to book your space.

Sponsorship opportunities are available – contact Lucy.Hall@intentmedia.co.uk to find out more.

LEADER GRAINGER ENTERS A NEW ERA

IN TODAY'S market it's amazing that a company like Grainger Games even exists, let alone continues to grow.

It opens shops faster than everyone else is closing them. GameStop? All about online and digital opportunities. GAME? Consolidating its store base. HMV? Just hoping for a good Christmas. Grainger, however, at one point opened seven shops in ten days.

A remarkable story. Just three years ago it was a bunch of cheeky northerners with big ambitions. Today, an independent retail powerhouse, with some incredible retail talent behind it.

If it continues to expand at this rate, in 12 months' time it will have a store base to compete with the big guns.

Of course, first it needs to leave the North of England. Grainger has slowly been moving further South, but there's still a way to go before it reaches the streets of London. But the ambition is there.

...BUT IS IT TOO LATE FOR THE HIGH STREET?

GRAINGER's national ambition, however, is really just 'local' news compared to the shocking civil unrest that engulfed a number of UK High Streets this week.

This isn't the place to lecture or proselytise about a social crisis.

But after a while, perhaps we can mull over this question: if criminals see bricks and mortar as fair game for attack, scaring customers away, how can retail survive such destruction?

It's another barrier for games shops, which pride themselves on offering much-desired high value goods.

I often bang on about retail still facing exciting times in this column. But it faces some very frightening ones, too.

Michael French



VIP INVITE FOR GAMESCOM VISITORS

MCV is inviting readers to join us in the new UK Buyers Lounge at this year's Gamescom show in Cologne.

From Wednesday, August 17th to Friday, August 19th, an area will be free to use for all UK trade visitors.

Come take a seat and grab a coffee in the relaxed seating area, which is situated in gangway J-043 near the UK Pavillion.

For information on Gamescom registration go to www.gamescom-cologne.com.





"Arkham City has unprecedented retail support and our biggest marketing campaign to date."

Warner Bros' Martin Tremblay talks *Batman* p21

GameStop banking on resurgent PC games market

And digital is key to making PC big again

by Michael French

DIGITAL distribution will help reinstall PC as one of the dominant platforms for core games, according to GameStop.

The firm has invested heavily in download and streaming technologies in the last year as audiences get a better handle on digital gaming.

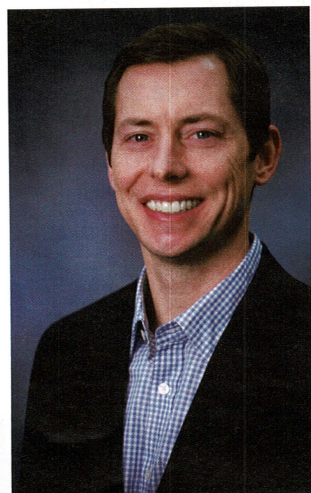
And speaking to MCV, digital distribution boss Steve Nix says that attitudes are changing both inside and outside the industry towards making PC more prominent after years of being written off as a 'dying' category.

"At one point PC games were the largest sector of games for GameStop. But in the years since we saw that physical PC games were a smaller portion of retail sales," he told MCV.

"The customer experience for gamers when buying boxed PC products wasn't great. It was that which started impacting physical box sales more than anything else.

"But at the same time, there was digital distributors getting some traction and that was a better customer experience – they could go to a site, download games automatically, load it to the machine in the background, then go and play."

He added: "GameStop thought PC was a declining category until publishers started speaking about the numbers more openly, and it turns out that PC gaming is a large and vibrant



GameStop thought PC was a declining category. But it is still growing.

Steve Nix, GameStop

market and actually growing pretty substantially online. So GameStop has made the decision to engage heavily with PC gaming again.

"The interesting change is that when we talk to publishers, there's a marked change in attitude. It used to be just 'What are you doing on the Xbox or PS3?' And the PC was just an afterthought. But today the industry is asking what it can do to talk to gamers about the PC version as early as possible and make it successful on equal footing to the console versions." Check out our full interview with Steve Nix on page 16.

Now Sony DADC grabs Russian base

by Michael French

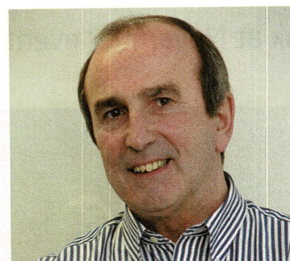
SONY DADC continues to make good on its promise to grow its European business.

Just a week after it acquired a French distribution firm, giving it over 50 per cent of that market, the company has bought another outfit – this time in Russia.

Sony DADC already had a team in Russia, but buying Disk Pro from parent CP Digital gives it a dedicated manufacturing plant. The outfit adds weight to the emergent market which publishers want to tap into but face cost issues.

Sony DADC Russian already has CD and DVD manufacturing services live, with plans to offer PS3 manufacturing by October.

"This is a major statement of intent from us. And the



This gives real legitimacy to the Russian market.

Roger Twynham, Sony DADC

response from publishers has been positive," UK sales boss Roger Twynham told MCV.

"Russia is growing for many publishers. This gives real legitimacy to that market, not just on PC but also PS3." Sony DADC: 020 7307 9771

GAME's Knight takes trading director role

by Christopher Dring

GAME has promoted Charlotte Knight into the role of trading director.

She's worked at GAME for 12 years, most recently as head of category management. She joined in 1999 as buying assistant and worked her way up the ranks of the commercial team.

"I'm delighted to appoint Charlotte as our trading director, her knowledge and experience within the industry is second to none and she has proved herself as the ideal candidate as we head into the crucial peak period," GAME Group UK MD Tom Devine told MCV.



Charlotte is the ideal candidate as we head into the crucial peak trading period.

Tom Devine, GAME

In Brief

SONY: Kaz Hirai has confirmed that the PlayStation Vita will not be released in the US or Europe until 2012.

2K GAMES: *Borderlands 2*, the sequel to Gearbox Software's 2009 hit role-playing shooter, will be released for Xbox 360, PS3 and PC in 2012. The world will get a first look at the game during Gamescom next week.

ACTIVISION: The publisher posted better-than-expected profits for Q2 2011, with record net revenues of \$1.1bn. This was largely driven by strong digital sales, which accounted for 37 per cent of the company's total revenues.

WARNER BROS: *The Lord of the Rings: War in the North* will arrive in the UK this November, alongside a collector's edition. The action RPG is expected to carry a BBFC rating of 18

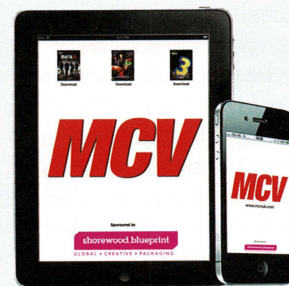
SQUARE ENIX: Canned Activision game *True Crime: Hong Kong* has been picked up by Square Enix. It will be released under a different name for Xbox 360, PS3 and PC in 2012.

iPad & iPhone

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CHECK OUT THIS WEEK'S VIDEOS:

We Dance
Resident Evil 15th Anniversary Driver: San Francisco

Videos are available within the free iPad Edition of MCV on iTunes and the free Browser-based Digital Edition, which can be accessed at MCVUK.com

GMA 2011: Are you a finalist?

26 writers, 17 print publications, plus 20 websites, blogs and podcasts are up for a prize

HAVING TRAWLED through over 800 emails and thousands of individual nominations, MCV can reveal the finalists of this year's Games Media Awards.

Some 17 print publications, 20 websites, podcasts and blogs, plus 26 individual writers are all up for an award, with a panel of industry judges now choosing the ultimate winners.

The stars of the UK games media sector will be



We trawled through over 800 emails to bring you the finalists of the GMAs.

unveiled on Wednesday October 26th at the super chic Vinopolis venue near Borough Market. Greg Davies, top stand-up and star of *The Inbetweeners*, will be the host for the evening.

Grainger Games has signed up as headline sponsor. Other sponsors including Sony, EA, Ubisoft, Konami, Microsoft, Codemasters, OnLive, Green Man Gaming, Nintendo, NCsoft, Rising Star, Namco Bandai, Sega, Trion, Games Tribe and Gamescom.

A limited number of additional packages are available. You can email Caroline@indigoppearl.com to find out more.

Up to 350 guests will attend this year's Games Media Awards, including nearly 200 media. A limited number of trade tickets will be available at £99 per person. Please contact Kathryn.Humphrey@intentmedia.co.uk to find out more.

THE FINALISTS ARE...



in association with



GAMES MAGAZINE

- Edge
- GamesTM
- NGamer
- Official Xbox Magazine
- Official PlayStation Magazine
- Retro Gamer

GAMES WEBSITE

- GameSpot
- Videogamer
- Gaming Union
- Eurogamer
- The Sixth Axis
- God is a Geek
- IGN
- CVG

SPECIALIST WRITER PRINT

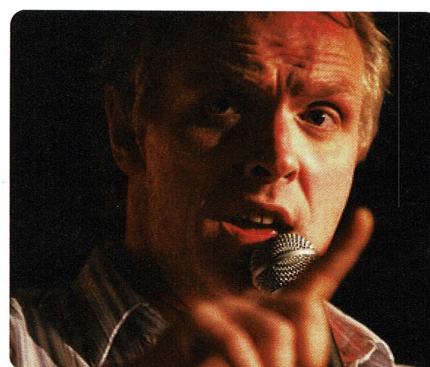
- Matthew Castle – NGamer
- Chris Scullion – Official Nintendo Magazine
- Steve Hogarty – Official Nintendo Magazine
- Jon Blyth – Official Xbox Magazine
- Christian Donlan – Freelance

SPECIALIST WRITER ONLINE

- Jane Douglas – GameSpot UK
- Mark Walton – GameSpot UK
- Keza McDonald – IGN
- Gillen McAllister – Game Reactor
- Gwynne Dixon – Total Video Games
- Wesley Yinn-Poole – Eurogamer

COVERAGE IN A NATIONAL NEWSPAPER

- The Guardian
- The Observer
- The Telegraph
- The Sun
- The Star



COVERAGE IN A MAINSTREAM MAGAZINE

- BBC Focus Magazine
- Shortlist
- T3
- Nuts
- Wired
- Front

REGIONAL GAMES COLUMNIST

- Steve Wollaston – Sunday Mercury
- Dan Slingsby – Syndicated Regional
- Dave Cook – The Scotsman
- Ed Hill – Derby Telegraph
- Ian Crump – Southern Daily Echo
- Phil Harris – Craigmillar Chronicle
- James Harvey – Cardiff & South Wales Advertiser

GAMES BROADCAST/PODCAST

- Gamesweasel
- GameSpot UK Podcast
- Saturday Edition 5live
- Start/Select
- Gamewank
- SentUAMessage
- OneLifeLeft

GAMES BLOG

- London Calling
- XboxGameZone
- VG247
- Rock, Paper, Shotgun
- Ready Up

RISING STAR

- Johnny Chiodini – GameSpot UK
- Seb Ford – GameSpot UK
- Martin Gaston – Videogamer
- Andrien Gbinigie – XboxGameZone
- Jamin Smith – Videogamer
- Hollie Bennett – Destructoid
- Dan Webb – Xbox360Achievements.org
- Matt Lees – Official Xbox Magazine

Games Media Awards sponsors

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gaming intelligence

gamescom



LOAD • PLAY • TRADE
greenman
gaming



Resident Evil film boss slams bad game movie directors

'They do not know the video games their films are based on from a hole in the head,' says Paul WS Anderson

by Christopher Dring

THE HOLLYWOOD movie director behind the *Resident Evil* films has hit out at the directors of poor video game adaptations.

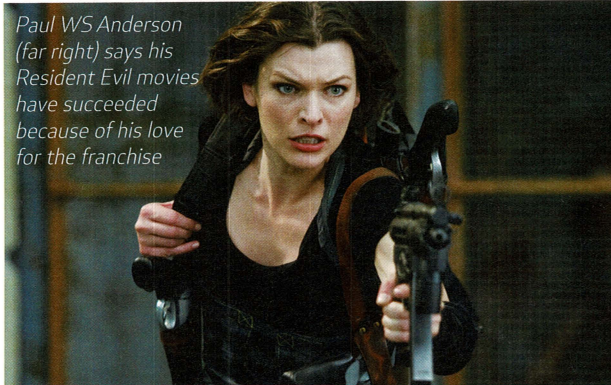
Paul WS Anderson's *Resident Evil* film series is the most successful video game to movie franchise around, generating billions in revenue across four films and there's a fifth one due in September next year.

Anderson feels he has succeeded where so many others have failed because of his love for the franchise.

Speaking to MCV as *Resident Evil* celebrates its 15-year anniversary, he said: "Despite what a lot of haters on the internet might say, I love the *Resident Evil* games. And these movies are made with a huge knowledge and real passion for the games.

"A lot of video game

Paul WS Anderson (far right) says his *Resident Evil* movies have succeeded because of his love for the franchise



movies are made by directors who don't know the video games they are based on from a hole in the head. They don't do justice to the games, they don't immerse themselves in the games, they don't understand what people liked from the games. And that is the wrong approach and clearly those movies don't work.

"You can fool people once, you know. I was excited to see the *Tomb Raider* movie

It is telling that each Resident Evil movie has done better than the one before.

Paul WS Anderson

the first time it came out. I saw it, it wasn't very good, I wasn't very excited to go and see the second film. I think with *Resident Evil* it is very telling that each movie has done better than the one before."

Anderson's *Resident Evil* movies are generally kept quite separate from the video game franchise. And he admits getting games and movies to work in unison is a big challenge.

"You are also dealing with

substantially different timelines," he said. "You can make a good movie in a year. You can't make a good video game in a year. So it is very difficult for movie and game companies to really work together, especially when you can't even guarantee that the game is going to come out when you say it is going to."

You can check out our *Resident Evil*'s 15th anniversary article on page 51.



DEAD ISLAND

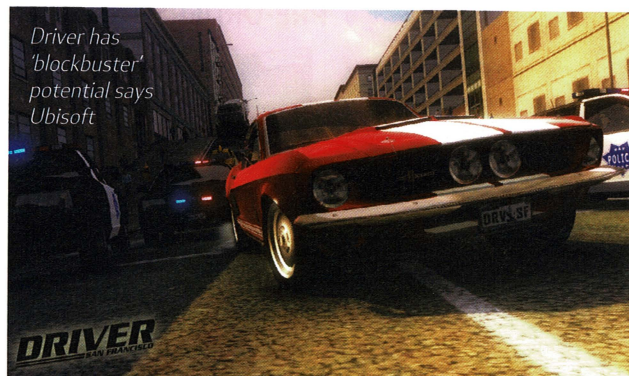
09.09.11



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Published by Deep Silver, a division of Koch Media GmbH,
Gewerbegebiet 1, 6604 Hofen, Austria. Developed 2011,
Techland Sp. z o.o., Poland. © Copyright 2011, Chrome Engine,
Techland Sp. z o.o. Made in Austria. All rights reserved.

Driver marketing shifts up a gear

Ubisoft splashes the cash in its bid to establish Driver as one of its triple-A juggernauts



by Christopher Dring

PUBLISHER Ubisoft has detailed the 'blockbuster' marketing plan designed to re-establish *Driver* amongst the video game elite.

Yes, there will be ads in the specialist press, but the real story is the game's mainstream campaign. There are 20 and 30 second TV ads that will appear frequently during major movies, sports events and other entertainment programming. XFM will be promoting the title on the radio during launch week. DPS ads have been booked in *Shortlist* and *Metro*, and there's expandable 'superleaders' on the Sky Sports website.

Ubisoft has also teamed up with LoveFilm for *Driver*-branded envelopes.

And that's on top

In terms of investment, we're treating Driver as a blockbuster title.

Jan Sanghera, Ubisoft

of an SMS campaign and London Underground activity.

"The broad appeal of the franchise and driving games have provided us with an opportunity to capture mainstream buyers," Ubisoft brand manager Jan Sanghera told MCV.

"From an investment point of view we're treating *Driver* as a blockbuster title, with a campaign objective of placing *Driver* firmly on the map for 2011."

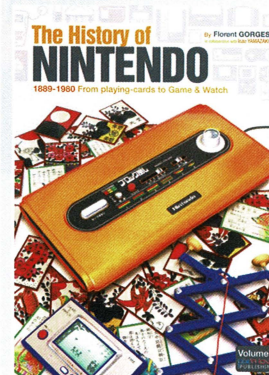
Ubisoft: 01932 578000

Retro game books head to UK retail

by Christopher Dring

A NEW range of retro video game books is heading to the UK.

French book publisher Editions Pix n Love has been releasing books that look at the history of video games for four years, and now they've been localised for English audiences.



The first book, entitled *The History of Nintendo Vol One - 1989 - 1980*, is out now at HMV and Foyles.

The firm's UK operation is being headed up by Steven Gauntley.

Pix n Love:
01302 867126



www.DEADISLAND.com

KOCH MEDIA

UK SOFTWARE SALES MONITOR

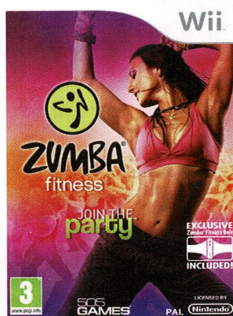
Your weekly guide to the UK games software market

WEEKLY MARKET VALUE:

£10.7m

Week Ending August 6th, 2011

No. 1



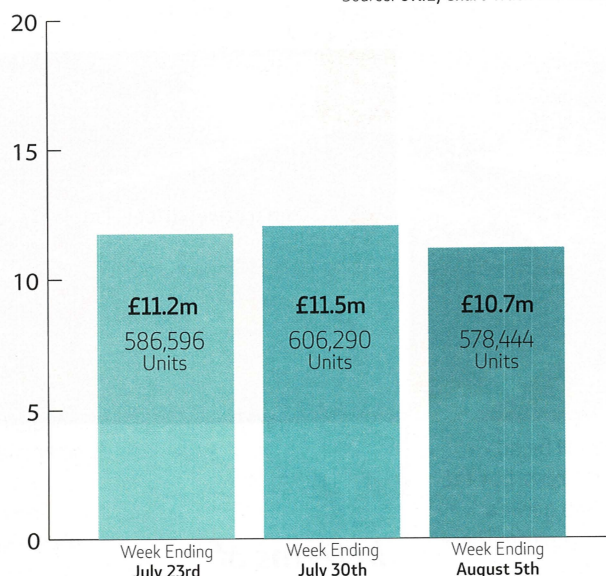
After a brief increase last week, the market value dipped again to £10.7m. This is in-line with the week ending July 16th – also £10.7m – which was the market's lowest point so far this year.

However, unit sales were up compared to the week ending July 16th. 578,444 units were sold compared to 563,110 three weeks ago. This is still a decline from last week's 606,290 units.

Once again, *Zumba Fitness* was the best-selling game, outselling the next four titles combined. *Dirt 3* rocketed up the charts thanks to price promotions. Its sales grew 50 per cent week-on-week.

It's another quiet week for new releases, so expect little to no improvement in the weekly market value until the big hitters start arriving at the end of the month.

Total UK Software Sales
Source: UKIE/Chart-Track and Intent Media



ShopTo.net

ShopLate | PlayTomorrow

PRE-ORDERS TOP 10



BATTLEFIELD 3 LIMITED EDITION
360
EA

- DEAD ISLAND**
360.....Deep Silver
- FIFA 12 - SPECIAL EDITION**
360.....EA
- BATTLEFIELD 3 - LIMITED EDITION**
PS3.....EA
- FIFA 12 - SPECIAL EDITION**
PS3.....EA
- DEUS EX: HUMAN REVOLUTION**
PC.....Square Enix
- HALO CE ANNIVERSARY**
360.....Microsoft
- STAR WARS: THE OLD REPUBLIC**
PC.....EA
- GEARS OF WAR 3**
360.....Microsoft
- BATMAN ARKHAM CITY COLLECTOR'S**
360.....Warner Bros

Week ending: **August 12th 2011**
Source: **SHOPTO.NET**

BRANDMAP

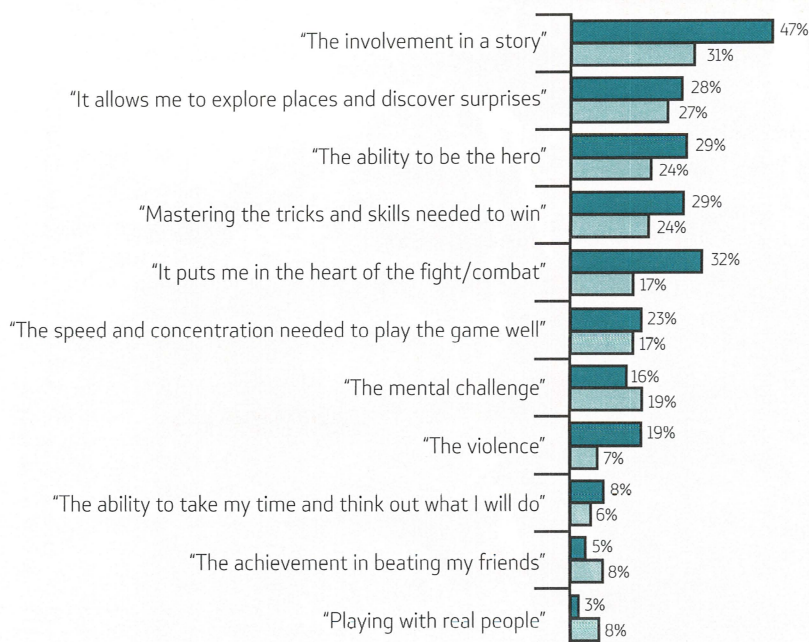
ADVENTURE GAMES:



&



WHAT DO YOU ENJOY MOST ABOUT THE GAME?



Copyright © GameVision Europe Ltd 1st May 2011

Assassin's Creed
Uncharted 3

MCV
REPORTS



WITH Q4 only weeks away, it's time to start considering some of the action/adventure titles hitting the High Street.

Both *Uncharted 3: Drake's Deception* and *Assassin's Creed Revelations* are on their way. It's surprising to note that each of these two big brands will only be four years old in November. What is it that has made them so important for the current generation?

GameVision has conducted more than 350 interviews with players of each title and asked them what they enjoy most about each game.

An involving storyline is a key driver for both games, but more so for *Assassin's Creed*, with half of players saying that is what they enjoy most. The series is also favoured more for its combat and violence.

Uncharted, however, delivers more on the thought process involved in

playing the game, with mental challenge being seen as a more important reason to play.

Both gaming brands have evolved to encompass the ever growing multiplayer audience. So far, *Uncharted* is winning with players preferring the online elements offered in that title.

Overall *Assassin's Creed* seems to deliver a bit more on most levels, but this could be because *Assassin's Creed* has had the most recent release. Has it been too long since we jumped on that train with Nathan Drake?

The battle between these powerhouse brands kicks off again in November – who will have the happiest birthday Desmond or Drake?

The full Brand Map for Adventure Games – and 19 leading games franchises – is now available online at www.mcvuk.com/reports.

THE NEWS IN 140 CHARACTERS

We read **Twitter** so you don't have to

twitter



GZ_Dave Games media is changing. Why would you read a third-party preview when all info is revealed on official sites first? Eg. *Battlefield 3* Blog
(David Scammell, *Gamerzines*)
Tuesday, August 2nd



Kezamacdonald This *UFC* challenge has raised the hotness of male games journalists as a group by approximately 81%.
(Keza Macdonald, *IGN*)
Friday, August 5th



Phoenix_b It doesn't say much for this games industry jobs website when you still feature *Realtime Worlds* on your side bar.
(Hollie Bennett, *Destructoid*)
Tuesday, August 2nd



BinaryTweedDeej Nintendo regarding iOS: we don't want to devalue games. Nintendo regarding poor 3DS sales: have 20 games free!
(Deejay, *Blitz Games*)
Friday, August 5th



ColinCampbellx I got zero sympathy for people who refuse to comment to journalists, and then whine about the stories that appear.
(Colin Campbell, *IGN*)
Wednesday, August 3rd



angryjedi There really is bugger all going on today in gaming news. Quick, someone poke Randy Pitchford with a stick.
(Pete Davison, *GamePro*)
Friday, August 5th



Thongings Main reason I was annoyed at the train this morning was because I was too scrunched in to play *Inazuma Eleven* properly.
(Tom Hoggins, *The Telegraph*)
Wednesday, August 3rd



janedouglas We went for lunch without @ReadySebbyGo and @johnneh because they have to take topless photos of each other duh
(Jane Douglas, *GameSpot UK*)
Monday, August 8th



Giordanobc So *Catherine* gives you choice between a naggy girlfriend and a crazy stalker girl. No prize for guessing that it was designed by dudes
(Giordano Contestabile, *PopCap*)
Thursday, August 4th



SimonParkin So, *Zumba Fitness* is essentially gaming's (Everything I Do) I Do It For You?
(Simon Parkin, *freelance journalist*)
Monday, August 8th

THE MOST POPULAR STORIES ON MCVUK.COM THIS WEEK

Our biggest stories for the week ending Monday, August 8th

- 1. EA could lose \$1bn over athlete lawsuit**
www.mcvuk.com/news/read/ea-could-lose-1bn-over-athlete-lawsuit/082620
- 2. Resurrection DLC announced as Black Ops tops 25m sales**
www.mcvuk.com/news/read/resurrection-dlc-announced-as-black-ops-tops-25m-sales/082614
- 3. Reef reloads Rambo**
www.mcvuk.com/news/read/resurrection-dlc-announced-as-black-ops-tops-25m-sales/082614
- 4. Dead Island numbers grow after successful event**
www.mcvuk.com/news/read/dead-island-numbers-grow-after-successful-event/082582
- 5. The Sun leads with 'Death by Xbox' cover story**
www.mcvuk.com/news/read/the-sun-leads-with-death-by-xbox-cover-story/082558
- 6. Can Mario and a price cut rescue the 3DS?**
www.mcvuk.com/news/read/can-mario-and-a-price-cut-rescue-the-3ds/082699
- 7. Euclidean responds to Unlimited Detail reception**
www.mcvuk.com/news/read/euclidean-responds-to-unlimited-detail-reception/082748
- 8. No EA Season Ticket for PS3**
www.mcvuk.com/news/read/no-ea-season-ticket-for-ps3/082580
- 9. Lulzsec hacker released on bail**
www.mcvuk.com/news/read/lulzsec-hacker-released-on-bail/082565
- 10. Is this the iPhone 5?**
www.mcvuk.com/news/read/is-this-the-iphone-5/082585

5 SECOND FACTS

Read and remember these stats so you can sound clever at the next Monday morning meeting

300,000

The decline in paying subscribers for *World of Warcraft* between May and July

\$851m

Activision's digital revenues for the six months ending June 30th

45%

From *Dust*'s sales lead over Ubisoft's previous best-selling downloadable games

£130

The price of the *Skyrim* Collector's Edition, which includes an art book, DVD and perching dragon statue

2.33m

Sega games sold worldwide during Q1, far below it's performance in 2010

\$24.99

The price of EA Sports' new Season Ticket service, which gives early access to *FIFA 12*

30%

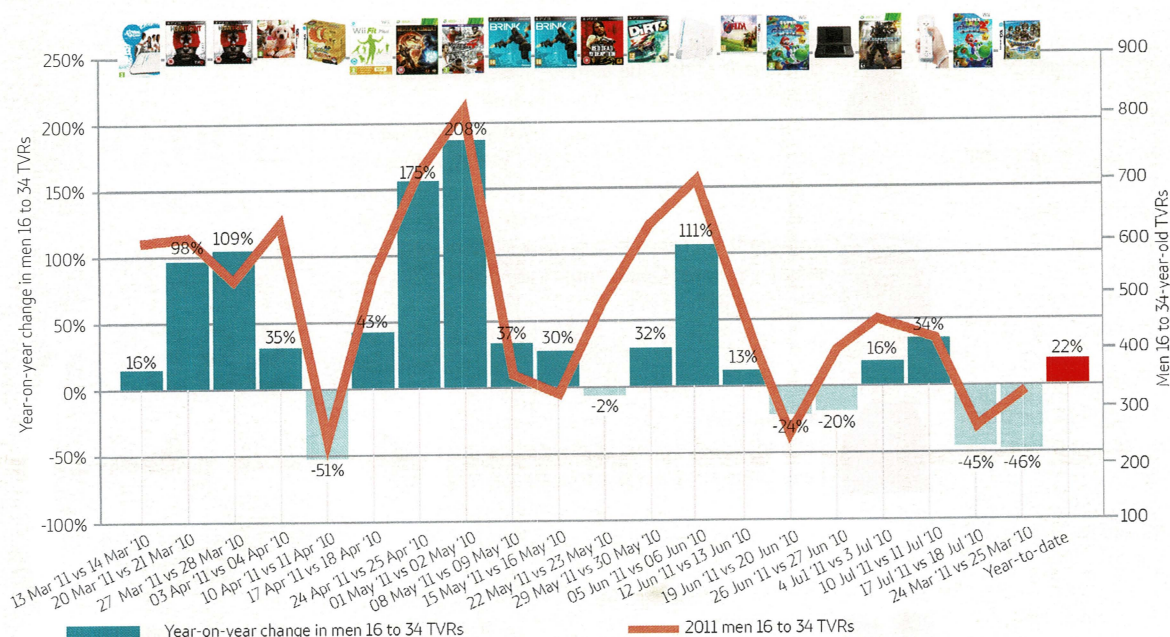
Amount of freemium game users that have paid for in-game goods, according to a study by Visa's PlaySpan and VG Market

GameTime



We look at the latest TV advertising activity for games targeting men, children and housewives

WEEKLY MARKET DYNAMICS: YEAR-ON-YEAR CHANGE IN MEN 16 TO 34 TVRS MARCH 13th TO JULY 24th, 2010 VS 2011



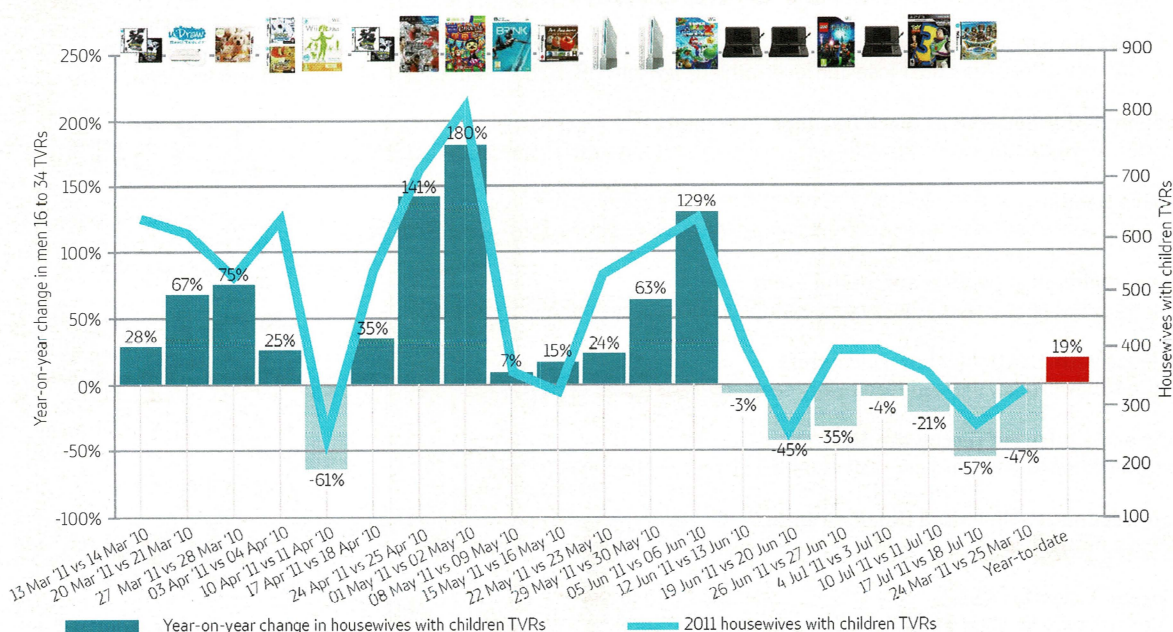
■ A lack of big early summer releases contributed to a 46 per cent year-on-year decline in TVRs for men aged 16 to 34 years old, for the week ending July 24th. One TVR equals one per cent of a target audience.

■ Two weeks of heavy decline in July means the year-to-date growth figure has fallen from 26 per cent to 22 per cent.

■ There were only 256 TVRs in the latest recorded week, which is 69 per cent less than 2011's peak (the week ending May 1st).

■ Ubisoft's *Call of Juarez* was the most advertised game to men aged 16 to 34 during the week ending July 24th, with a total of 75 TVRs.

WEEKLY MARKET DYNAMICS: YEAR-ON-YEAR CHANGE IN HOUSEWIVES WITH CHILDREN TVRS MARCH 13th TO JULY 24th, 2010 VS 2011



■ Although men aged 16 to 34 years old are thought to make up much of the core gamer market, advertisers are increasingly targeting the wider market. This week, we look at ads targeting housewives with children.

■ Games and consoles advertising for housewives and children has followed much the same pattern as Men 16 to 34 in 2011.

■ This has contributed to a reduced growth figure of 19 per cent, compared to 22 per cent for the adult male market.

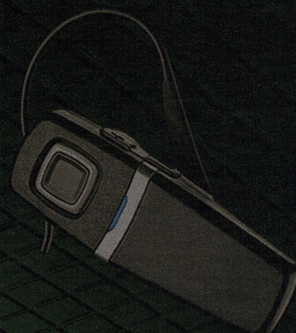
■ Nintendo is the dominant force when measuring the advertising market for housewives and children. Of the 30 recorded weeks in 2011 thus far, Nintendo has been the top advertiser 19 times.



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WIRELESS STEREO



GAMECOM® X40™

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STEREO



GAMECOM® X30™

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STYLISH DESIGN



GAMECOM® X10™

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gem For more information contact your Gem account manager on 01279 822822 or visit www.gem.co.uk

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EA promotes Moore and Gibeau

EA Sports boss made COO ● Minto joins AntiGrav ● Xaitment hires Mike Walsh ● Koelnmesse appoints new COO



EA | PETER MOORE and **FRANK GIBEAU** have been promoted.

Moore (*left*) moves from his role as EA Sports president to become COO of EA. Before joining the firm, he was head of Xbox at Microsoft.



Gibeau (*above*) has been named president of all EA

Labels, which include EA Games, EA Sports, EA Play and BioWare. He was previously head of EA Games.

EA CEO **JOHN RICCITIELLO** said: "It's a great reflection on EA that we're able to tap so much world-class leadership from within our own ranks. The depth of talent and leadership in this company is inspiring."



ANTI GRAV | CHRISTINE MINTO has been hired by AntiGrav Media as independent sales account manager.

She joined on August 1st and replaces **HEENA LAKHANI**, who has left to join financial services firm Twice2much.

Minto comes from a background in mortgages and events. In her new role, she will be responsible for 40 of the peripherals specialist's established customers. She will also bring new clients to AntiGrav.

"I have been made to feel very welcome by all the staff," said Minto. "I am now looking forward to progressing with them and to a great future in sales within the games industry."



XAITMENT | MIKE WALSH AI developer Xaitment has announced the appointment of **MIKE WALSH** as its new CEO.

Walsh previously served as the vice president of worldwide sales at Havok and will lead the company as it expands its sales efforts in the Americas and Asia.

He replaces **ANDREAS GERBER**, who takes on the newly created position of COO.

Using his 16 years of experience within the video game and technology industries, Walsh will head up Xaitment's worldwide operations from the company's San Francisco office.

"I am really honoured to be joining the team at Xaitment at such an

important time in the company's evolution," said Walsh.



KOELNMESSE | KATHARINA HAMMA The home of Gamescom has appointed **KATHARINA HAMMA** to the newly created position of chief

operating officer.

She was previously an authorised officer of the Messe München trade fair company and will take up her new role on October 1st.

Hamma added: "Koelnmesse is obviously oriented toward growth. I'm looking forward to this new challenge and to coming into contact with new and dynamic business sectors."



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Georgina Bermingham
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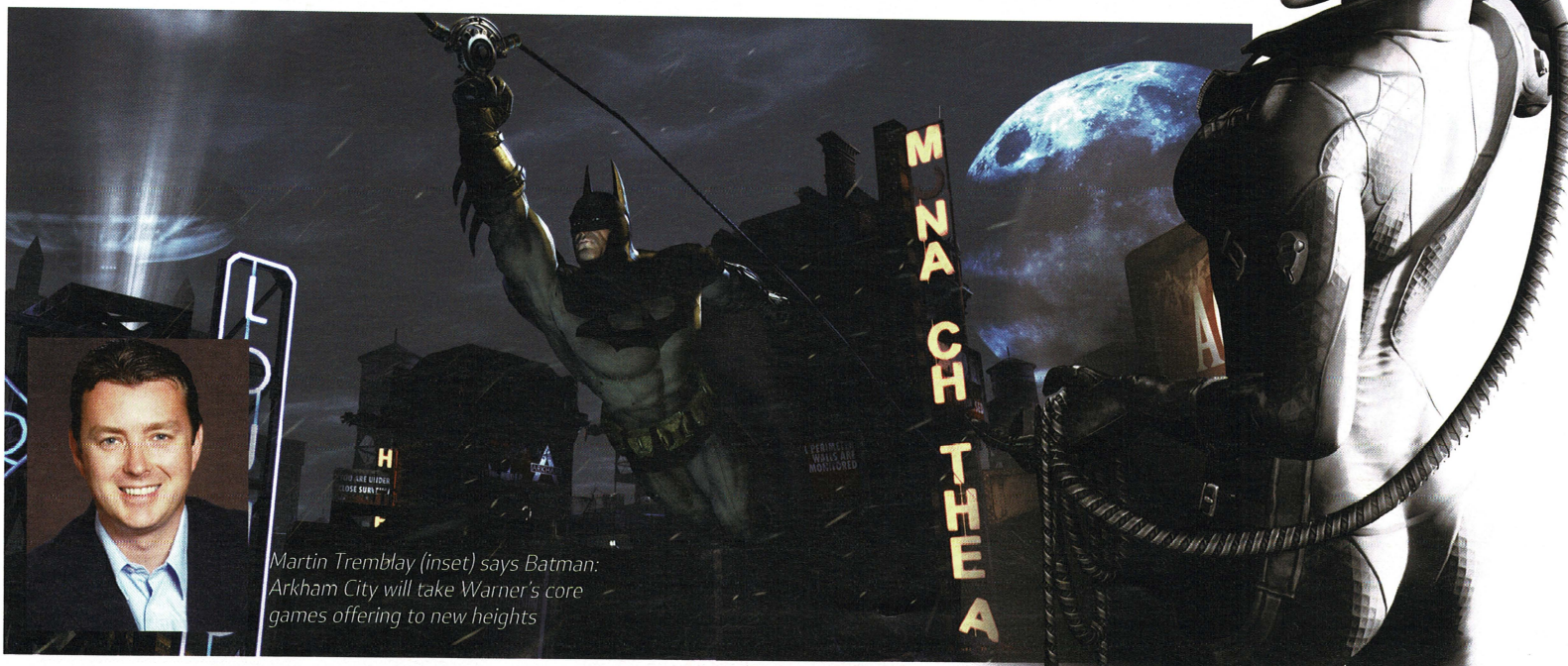
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Batman returns

With Arkham City and new family LEGO and Sesame Street titles on the way, Warner Bros Interactive Entertainment is handling some of this Christmas' biggest and most mass market titles. **Michael French** quizzed president Martin Tremblay to find out more

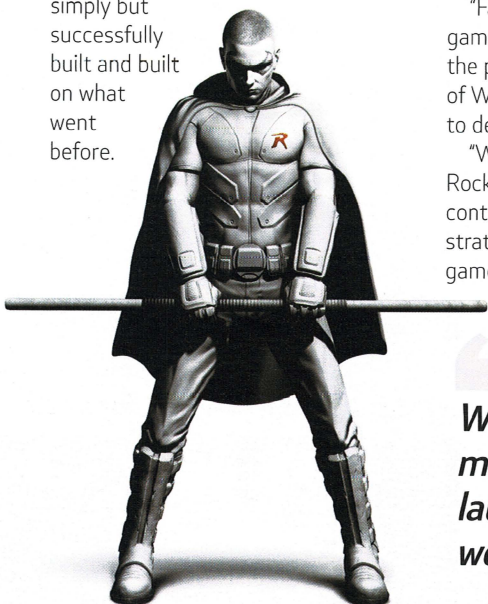


Martin Tremblay (inset) says Batman: Arkham City will take Warner's core games offering to new heights

THE NEXT BATMAN GAME...

WARNER IS responsible for one of the most hotly-tipped games of Q4, *Batman: Arkham City*, the sequel to the best-selling *Arkham Asylum*.

While that first game was actually published by Eidos, the transition to Warner's stewardship has been smooth – it already had an active hand in the original, and bought developer Rocksteady Games. So in the road to the sequel, Warner has simply but successfully built and built on what went before.



Meaning *City* should hit much harder than the already-impressive *Asylum*.

Explains Tremblay: "Rocksteady Studios is making *Batman: Arkham City* an extremely high quality gaming experience and our Warner Bros. Interactive Entertainment team is working to make the game's launch a true worldwide event with unprecedented retail support and our biggest marketing campaign to date.

"Fans and press seem to love the game more with every showing and the pre-order campaign is the largest of WBIE's to date, so we are excited to deliver the final product in October.

"We are extremely happy with the Rocksteady acquisition, as it contributes to our tent pole games strategy for the action adventure game genre."

We're working to make Arkham City's launch a true worldwide event.

Martin Tremblay, WBIE

...AND THE ANTI-BATMAN GAME



ONE ADMIRABLE quality of the *Arkham* games has been a resolute focus on single-player. There are no half-hearted multiplayer modes tacked onto a game where the allure comes from playing comics' most iconic hero.

But WBIE knows there is a multiplayer + Batman market, and 2012's *Gotham City Impostors*, a squad shooter that sees players join rival gangs inspired by Batman or his villain rival The Joker should fit the bill.

It mixes the property's qualities with staples of the FPS genre, and launches as a downloadable title early next year.

Tremblay describes the game as "the anti-Batman game, in which we

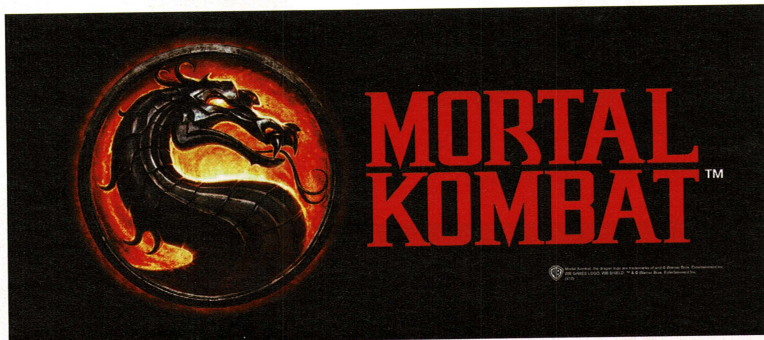
are trying something new with the first-person shooter genre and offers a different, over the top twist on multi-player for DC Comics fans".

"The customisation in the game allows fans to utilise familiar weapons and gadgets modelled after Batman's arsenal but there are also all new original items, too.

"The game is also an important digital initiative for us that leverages two of our acquired developers – we are combining [FEAR creator] Monolith's great knowledge of first person shooters and the digital and community management expertise of [Lord of the Rings Online studio] Turbine in the making of *Gotham City Impostors*."

INTERVIEW: MARTIN TREMBLAY, WARNER BROS INTERACTIVE

AN IMMORTAL FRANCHISE



A MILESTONE in the development of the Warner Bros games business was buying key Midway Games assets when the firm fell into bankruptcy.

Specifically, it swooped for the *Mortal Kombat* franchise and its developer talent, including original creator Ed Boon.

Warner's first *MK* game arrived in April, and was only held off from a UK No.1 by *Portal 2*.

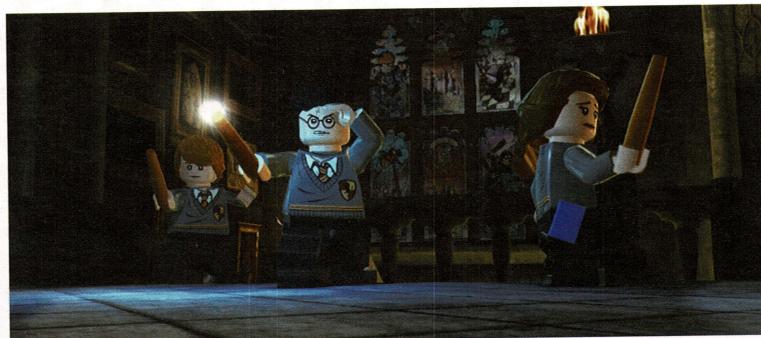
"We are very pleased with the success of *Mortal Kombat* so far," says Tremblay, adding that the game has now sold close to 3m units worldwide.

Mortal Kombat has already paid for the acquisition of the Midway assets.

Martin Tremblay, WBIE

"With the launch of *Mortal Kombat*, we have already paid for the acquisition of the Midway assets, and we are just beginning to leverage this acquisition with much more to come."

SERVING THE MASS MARKET



As well as publishing core gamer titles, WBIE has held true to its mass market roots releasing a string of best-selling kids' and more casual games such as the LEGO titles.

More of those, plus a *Sesame Street* game, are on the way, but last month key figures said that the younger and casual audience is drifting from traditional games. What's Warner doing to appeal to them?

He says: "We are continuing to see the popularity of the LEGO games soar as they get better with more enhanced graphics and gameplay mechanics. Thus,

we are looking forward to launching *LEGO Harry Potter: Years 5-7* this autumn. The acquisition of TT Games in 2008 placed us in a leadership role with kids and casual gaming, and we continue to invest in that space with upcoming titles like *Happy Feet Two*.

"Warner also took a new approach to the pre-school market with the *Sesame Street* games for Wii and DS, and we have found there is an audience for this type of educational, inspirational game. This is why we are excited to launch the *Sesame Street: Once Upon A Monster* in September for Kinect."



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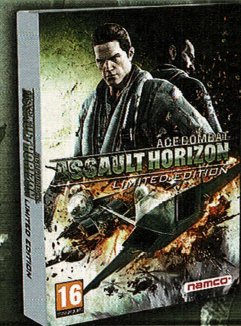
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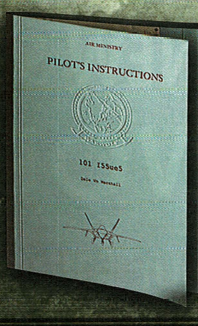
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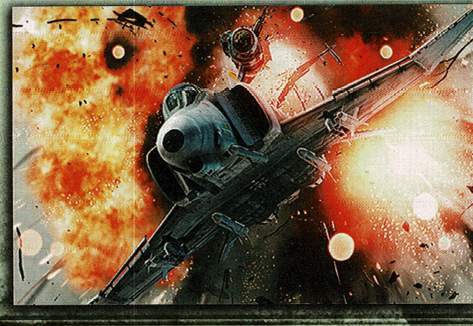
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Europe's biggest trade and consumer games expo kicks off next week in Cologne.
MCV provides everything you need to know in this seven-page guide



GAMESCOM: THE FACTS

DATES

Wednesday, August 17th to
Sunday, August 21st.
(August 18th is a day for trade visitors and
the media only; the event opens to the
public on the Thursday; the business area
will be closed on Saturday and Sunday)

LOCATION & ORGANISER

Koelnmesse, Cologne, Germany

OPENING HOURS

The business area is open weekdays from
9am to 7pm. The entertainment showfloor
is open 9am and 7pm on the Wednesday
for trade and the media only, and is open
for everyone between 9am and 8pm on
Thursday through to Sunday.

GAMESCOM BUSINESS AREA

Designed as a place for retailers,
publishers, service companies and
developers to do business.

GAMESCOM ENTERTAINMENT AREA

An E3-like showcase of upcoming products
for both trade and consumer visitors.

GAMESCOM ONLINE MATCHMAKING

A web-based networking system that
allows trade visitors to get in contact with
exhibitors before the event begins and
organise meetings. It can be accessed on
the Gamescom website.

GAMESCOM CAMP

An outdoor camping area for attendees
that takes place in Cologne's Jugendpark.

GAMESCOM FESTIVAL

Runs from Friday, August 19th to Sunday,
August 21st. Starts with a music concert
and takes place in Cologne's city centre.

GDC EUROPE

Running ahead of the main Gamescom
event, from August 15th to 17th, this
developer conference promises a mix of
keynotes, lectures, roundtables and
workshops with speakers from across
Europe and around the world.

MCV BUYERS LOUNGE

From Wednesday, August 17th to Friday,
August 19th, a special area will be free to
use for all UK trade visitors. Turn over the
page for more information.



'Com along

Koelnmesse is a huge place so make sure you come prepared with these maps and key information. **MCV** explains how to get around in this event guide

THE THIRD Gamescom in Cologne is a five-day games expo for both consumers and industry members.

It has its own business, conference and entertainment areas, with games companies and publishers displaying their latest products and services at their booths on the showfloor.

The Cologne Exhibition Centre consists of 11 halls with 284,000 square metres of potential exhibition space, four entrances

via the boulevard, a sizeable outdoor area, more than 60 meeting rooms, two modern press centres and a spacious VIP area.

In terms of layout, halls four and five are reserved for trade partners and businesses (see *right*), while halls six through to nine are set aside for the entertainment areas, with 80,000 square metres of exhibition space.

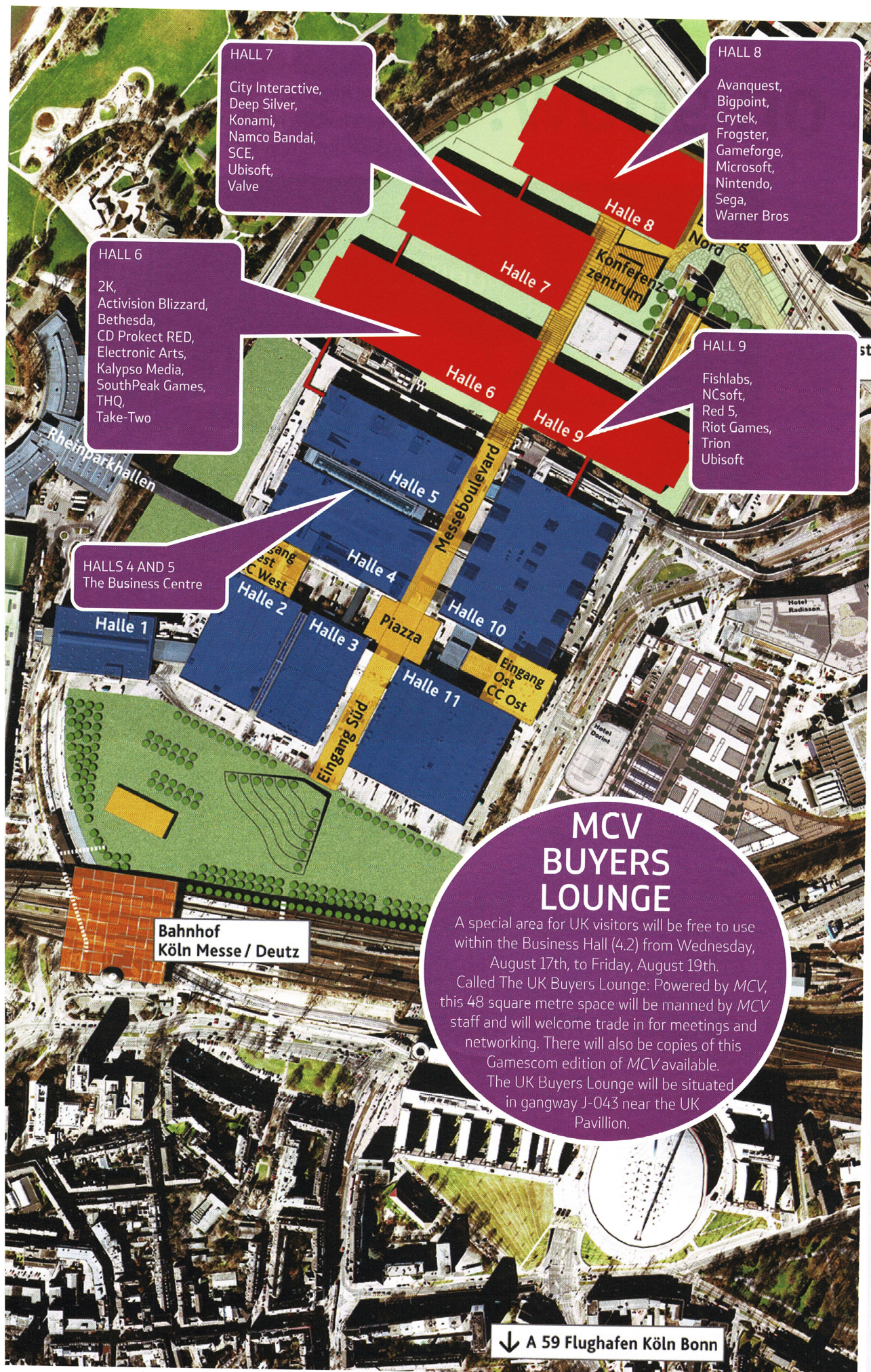
All of this is connected through the boulevard, which features food

and non-food shops, a bank, a travel agency, telecommunications services including wireless LAN hotspots, a postal service and parcel delivery.

This year there will also be an **MCV Buyers Lounge** for all UK trade visitors (see '**MCV Buyers Lounge**', *right*).

Koelnmesse can be reached via rail, road and air, with a train stop right outside of the fair (see '**Getting there**', on the far right, for more information).





GETTING THERE

There are many ways to get to Cologne and Gamescom, with everything you need to know about travel arrangements available at www.koelnmesse.com.

BY AIR

Cologne is around an hour or so from almost all of Europe's major cities, and Koelnmesse is about 15 minutes away by car or train from Cologne-Bonn Airport. There are direct flights to hundreds of countries, while high-speed trains run from Düsseldorf, Frankfurt, Amsterdam and Brussels straight to the exhibition centre.

BY RAIL

Visitors can take the train directly to the event, with trains stopping at the Koelnmesse/Deutz station opposite the exhibition centre. Trains must be booked three days before the event. Koelnmesse and German rail company Deutsche Bahn offer special prices for visitors. You can book tickets online.

BY ROAD

Cologne has an excellent network of motorway and access roads. There is traffic guidance for access to Koelnmesse in the city without traffic lights or intersections – just follow the green signs for Koelnmesse. The motorway exit leads you straight to the exhibition centre car park. There is parking space for some 14,500 vehicles, and there are shuttle busses around the exhibition ground.

HOTELS

If you need to book a hotel for Gamescom at the last minute, there are plenty of partner hotels which can be booked as part of a travel package at www.koelnmesse-service.com.

What's on show?

From Activision to ZeniMax, there are hundreds of games companies attending Gamescom 2011. **MCV** rounds up a list of the exhibitors and where to find them

Exhibitor	Hall	Reference code
# 2K	05.2, 06.1	B031 A011 B010
4-Real Intermedia	04.2	J065a
49Games	04.1	F020
4Players	04.2	F043 F043a
A		
A Maze Indie Connect	04.1	D031 E030
Acne Play	04.2	J031
Acony	09.1, 04.1	C036 D031 E030
Acronis Germany	04.2	B029
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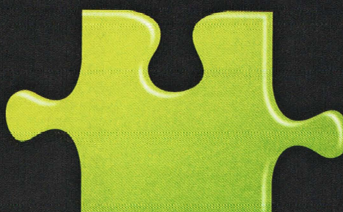


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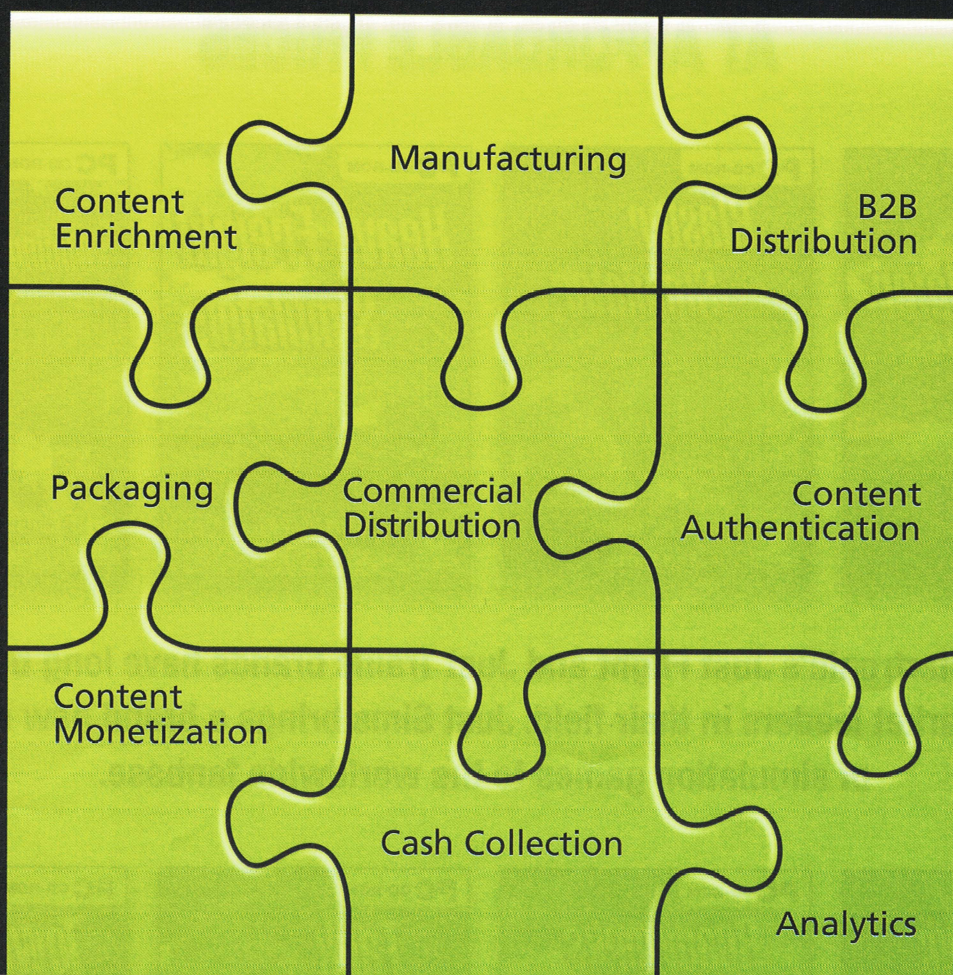
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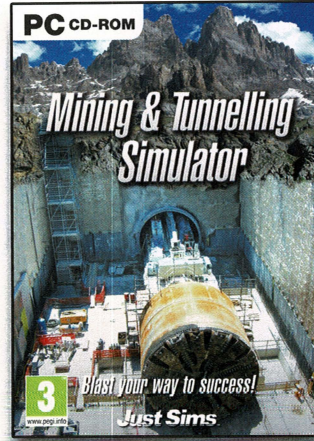
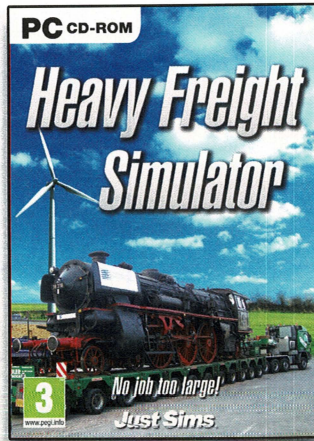
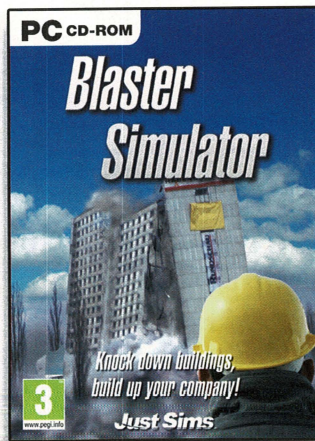
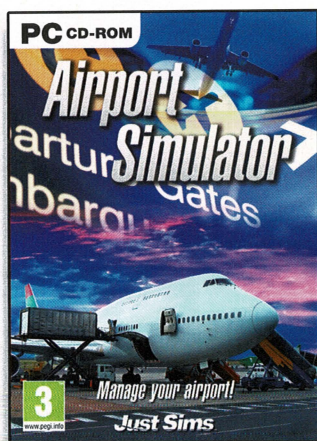
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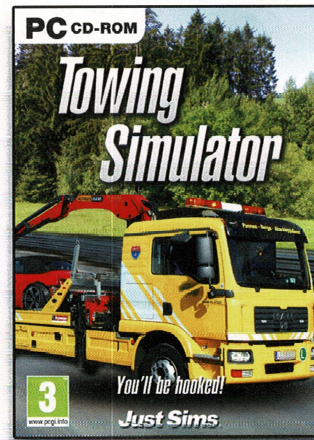
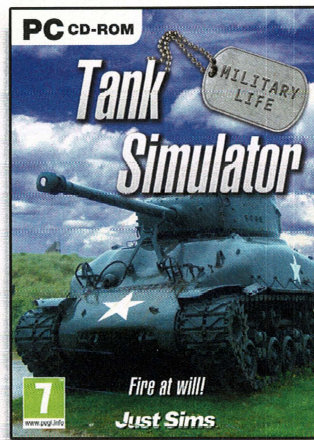
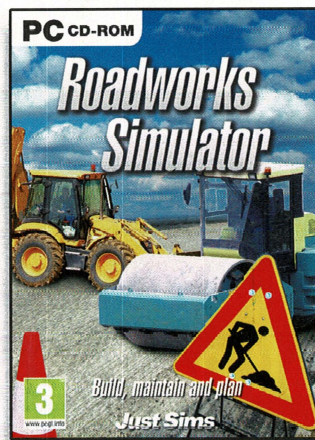
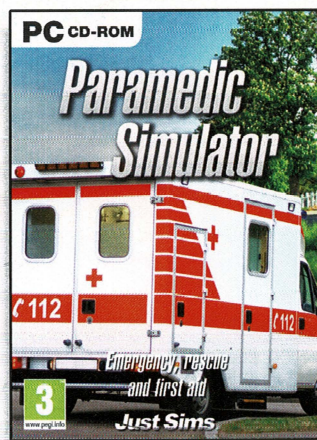
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Where to get a beer in Cologne

Cologne is a vibrant city with plenty to see, but after a long day at the show the thing to look forward to is the chance to network over a German beer. **MCV** runs through the top bars



HARRY'S NEW YORK BAR

Visitors here can enjoy top cocktails on the ground floor of the five-star Intercontinental Hotel. The long bar provides plenty of space for groups and if you get peckish there are plenty of snacks available.

PIANO BAR AT THE MARITIM HOTEL

Check out the live music, club ambience and dance floor in this more glamorous bar, complete with its very own cigar lounge.

ALTER WARTESAAL

Probably Cologne's most stylish nightclub, the former train station waiting room has become the top place to party with a mix of soul and '80s hits. And that's not to mention Depeche Mode parties. It even has its own restaurant and wine bar.

SHEPHEARD

This high-class cellar bar boasts prize-winning cocktails (at about

€8 a pop), and there are some 200 to choose from. It's filled with leather armchairs and polished wood furniture.

BLUMENGOLD

Featuring electronic music, this club can hold 400 guests and runs regular parties with special themes. The venue also puts on great light shows and is apparently ideal for the older party goer.

LA STRADA

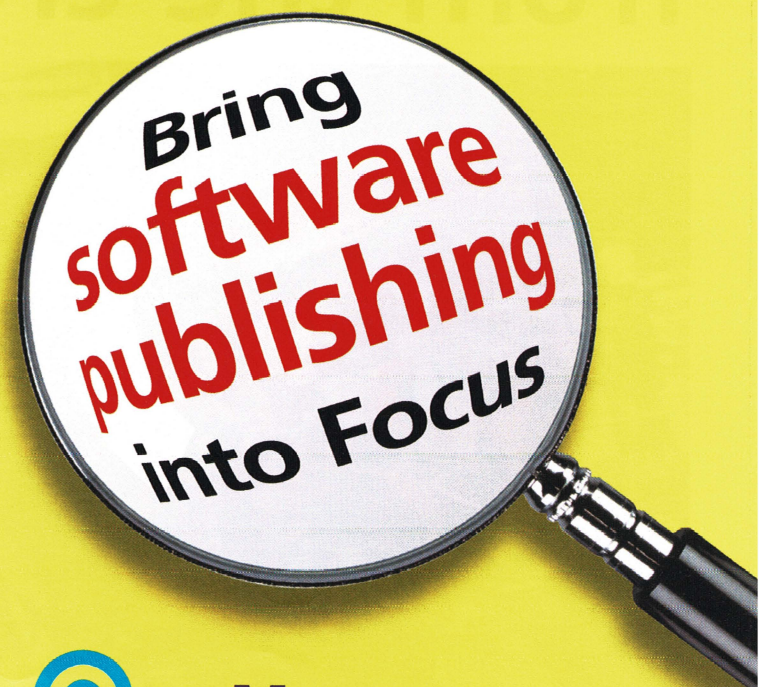
The highly popular pub-café-crêperie is for all ages, and according to locals often attracts bizarre crowds. Ideal for those who want a quick coffee or a steak, or for those looking for perhaps a more relaxed night.

STUDIO 672

The classic Cologne nightclub has something for everyone including funk, techno, house, electronic and new jazz sounds. It is situated in the basement of the Stadtgarten restaurant.



Publishing options a bit of a blur?



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How to stand out from the crowd

The halls of Koelnmesse are deafening, but with smart planning, the smaller companies of the games industry can make themselves heard over the noise. **James Batchelor** finds out how



WHO YA GONNA KOL'?



Koelnmesse press officer Franko Fischer tells us what organisers do to help exhibitors make the most of

their time in Cologne:

"Gamescom is the definite platform where everybody comes together. To stand out from the crowd, exhibitors can participate in country pavilions. We have 11 countries that organise pavilions so that companies get noticed under the flag of their country in the business area, which is much more widely international than it was before. Last year, 45 per cent of participants were from foreign countries. This year, it is more than 50 per cent."



Gamescom is the definite platform where everybody comes together.

"Smaller firms can also show off their games using the Browser Games Park in Hall 9's Online World. The Park is essentially a terminal that exhibitors can use to demonstrate their games to the public – whether they have a whole team or just one guy. The terminal is almost sold out, which suggests it is a highly efficient concept."

"Of course, we support all our exhibitors with our press and PR department. If they want to arrange press conferences and VIP guests, we will then forward that information on to 4,600 journalists from 49 countries."

"Our advice to any exhibitor is to use the networking character of Gamescom. You can use the opening ceremony on Wednesday or Gamescom Party on Thursday to get in touch with people that are useful for your business."

GAMESCOM may be Europe's biggest video games trade and consumer show, but it gets pretty crowded in those exhibition halls.

And with the usual industry giants distracting consumers and potential clients with mammoth booths and flashy lights, how can smaller games firms grab the attention they need?

In addition to the support offered by Gamescom organisers Koelnmesse (see *'Who you gonna Kol'?*), exhibitors are advised to try and meet as many people as possible.

"To have the industry under one roof gives a priceless opportunity to see first hand how peak's shaping up and where you can maximise your own opportunities," says Sony DADC's head of business development Rob Gross.

"Have as many relevant meetings as possible, and work hard at the after show events to catch up with people you haven't already met up with."

Creative Distribution's commercial director Craig Lewis suggests the best way to do this is to book one of the many meeting

rooms available at Koelnmesse: "Running around trying to meet people at coffee shops and so on can be very stressful, so a meeting room is a great idea. To get the most from Gamescom you must arrange meetings before you go, people have such busy schedules without planned meetings it can be tough."



The entire industry is heading to the German trade fair, so don't limit yourself to your usual clients.

Another thing to remember is that you don't need neon-lit demo stands and costumed ladies to get people's attention. It's also important to explore Gamescom yourself so that you can see what presence the competition has.

Iceberg Interactive's PR and marketing manager Kimara Rouwit explains: "To visibly stand

out, small companies would have to be very clever as the larger publishers will have much deeper pockets to reach into."

"Walk around the halls a bit and reserve some time on Wednesday (press day) to visit the consumer halls. And don't forget to go to the various Gamescom parties in the evenings."

The running theme from all of these companies is that meeting as many new people as possible is the most effective way to benefit from your time at Gamescom. The entire industry is coming to Cologne, so don't limit yourself to your usual clients.

"It's not too hard to make your time successful," says Lace Group MD Adam Lacey. "It's a giant networking event, and everybody is looking for new business opportunities."

"Established partners and people from countries you might have not been dealing with before are coming over. It's a very international show, so it's easy to find new business opportunities, as long as people know where to find you."



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**EXCALIBUR
PUBLISHING**

Namco's prize fighters

The Japanese firm is determined to become a Top Five publisher in the West and thanks to its mix of fighters, racers, RPGs, action games and kids titles, it's certainly got a release slate worthy of one. **James Batchelor** speaks to UK, Ireland and Nordic VP John Galloway and marketing director Lee Kirton about the firm's biggest games

DARK SOULS

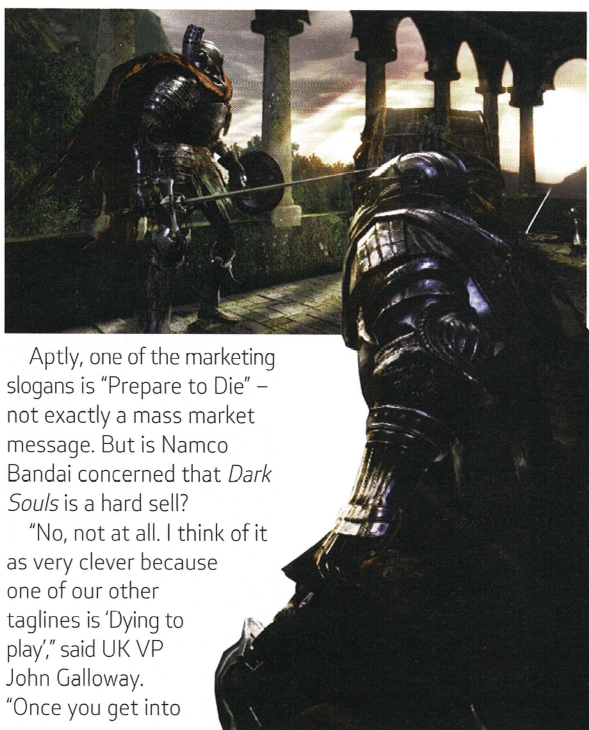
Formats: 360, PS3, PC
Released: October 7th

THE FIENDISHLY difficult *Dark Souls* might sound like a niche RPG but it really isn't.

Like surprise hit *Demon's Souls* before it, the game's key selling point is its punishing dungeons, where death is always seconds away.

the game, you see it's not actually as black as the comments say. There is a cheeky spin on it.

"Our expectations for this are very high. *Dark Souls* is going to be a big seller for us. And we know it has the capability to do it all on its own because of the genre and the audience."



Aptly, one of the marketing slogans is "Prepare to Die" – not exactly a mass market message. But is Namco Bandai concerned that *Dark Souls* is a hard sell?

"No, not at all. I think of it as very clever because one of our other taglines is 'Dying to play,'" said UK VP John Galloway. "Once you get into

TEKKEN HYBRID

Formats: PS3
Released: Autumn

Exclusive to PS3, *Tekken Hybrid* features CGI movie *Tekken Blood Vengeance*, a HD remake of *Tekken Tag Tournament* and the all-new

Tekken Tag Tournament 2 Prologue.

And if that weren't enough, the franchise will heat up in 2012 with Capcom's *Street Fighter X Tekken*. This will be followed by Namco Bandai's *Tekken X Street Fighter*.



POWER RANGERS SAMURAI

Formats: Wii, 3DS
Released: 2011

STILL MIGHTY and still morphin', the Power Rangers return to consoles in a title based on their newest

incarnation, *Power Rangers Samurai*. Gamers battle through hordes of Nighloks and other monsters as they try to prevent the evil Master Xandred from flooding planet Earth.



DRAGON BALL Z: ULTIMATE TENKAICHI



Formats: 360, PS3
Released: Autumn

Dragon Ball Z is one of Namco Bandai's most important licences. The hugely popular franchises draws in millions of fans and *Ultimate Tenkaichi* will satisfy their demand for more.

Players pit their favourite *DBZ* fighters against each other in the series' over-the-top battles. Fighters soar into the air, throw immense fireballs and unleash devastating special magic attacks.



BEN 10

Ben 10: Galactic Racing,
Formats: 360, PS3, Wii,
3DS, DS

Released: Autumn

Ben 10: Triple Pack

Formats: DS

Released: September 30th

BEN'S NEWEST outing is the *Mario Kart*-style *Galactic Racing*. The game lets fans race as Ben 10, Kevin 11 or one of 13 aliens, each with



their own special powers and weapons. It will be the first *Ben 10* outing on the 3DS.

"The franchise is still popular, the games are still delivering, and we're still hitting numbers that we're more than content with," says Galloway.

Also out soon, the *Ben 10 Triple Pack* for DS contains the three previous games *Protector of Earth*, *Alien Force* and *Vilgax Attacks*.

NAMCO BANDAI'S Q4 LINE-UP

3DS RANGE

Pac-Man & Galaga Dimensions

Formats: 3DS

Released: August 26th

Dual Pen Sports

Formats: 3DS

Released: September 2nd

Angler's Club: Ultimate Bass Fishing 3D

Formats: 3DS

Released: September 30th

A TRIO of 3DS titles further the publisher's support for Nintendo's new handheld.

Pac-Man & Galaga Dimensions is the latest title to draw on the company's

extensive back-catalogue. In addition to updated versions of the two classic games, this compilation also features new takes on their gameplay, such as the motion-sensitive *Pac-Man Tilt*.

Dual Pen Sports is a collection of sports-themed mini-games that require, as the title suggests, two stylus pens. You can find out more about this title on page 62.

Finally, *Angler's Club* recreates the most tranquil of pastimes, using the 3DS' unique display to render lush environments.



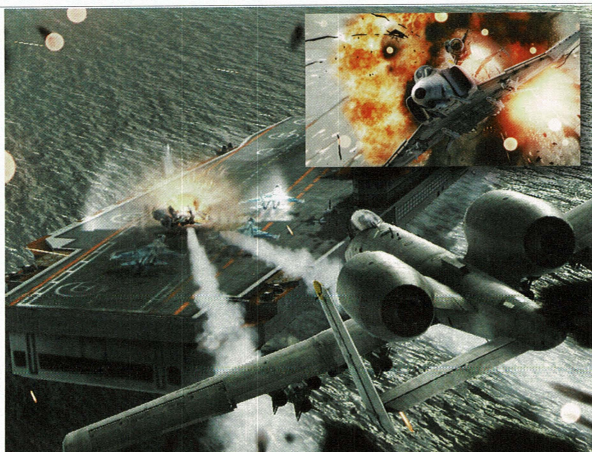
ACE COMBAT: ASSAULT HORIZON

Formats: 360, PS3, PC
Released: October 14th

THIS IS the big one. The advance guard of Namco Bandai's Q4 assault, and one that'll swoop in at breakneck speeds with enough sidewinder missiles to fulfil any *Top Gun* fantasies.

While there are still plenty of hardcore options for flight enthusiasts, *Ace Combat: Assault Horizon* has been made more accessible to Western action fans thanks to the Close Range Assault mechanic. Once gamers have an enemy in their sights, the camera zooms in so they can enjoy the destruction up close.

The cinematic nature of this device – plus the spewing oil and metal shrapnel that flies through the air – is sure to appeal to a broader audience, but Namco Bandai isn't resting on its laurels.



"We definitely have a challenge when it comes to *Ace Combat* because the genre isn't as popular as driving and FPS games," says marketing boss Lee Kirton. "But it's a third-person shooter, no matter what way you look at it."

"We want to break the Western market and the aerial combat sector. *Call of Duty* broke the FPS market – it

took it from a 100,000 unit seller to a 5m unit seller. I'm not saying *Ace Combat* will do the same, but wouldn't it be nice to see a complete change in the air combat genre? And this is the time to do it."

Like *Dark Souls*, *Ace Combat: Assault Horizon* will have a Day One edition, which includes a soundtrack, art book and more at no extra cost.

TALES OF THE ABYSS

Formats: 3DS
Released: 2011

PROOF OF Namco Bandai's continuing efforts to bring beloved Japanese franchises to UK consumers, *Tales of the Abyss* is one of two *Tales* games in the works.

Abyss is the first instalment in the cult JRPG series to be released for 3DS and is a fresh take on the PS2 title that was never released in the UK.

The game's twisting plot is sure to whet fans' appetites before PS3 title *Tales of Graces F* arrives in 2012.



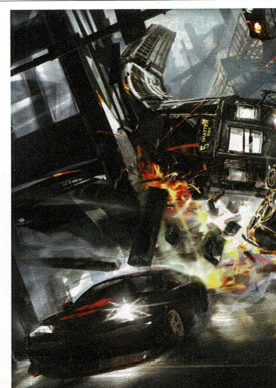
2012 AND BEYOND

ALL OF THESE TITLES are just the icing on the Christmas cake. Namco has plenty of big titles due for release next year, starting with its latest new IP, *Inversion*.

That's not to say there won't be plenty from the firm's biggest franchises. The publisher is taking its flagship racer in a new direction with *Ridge Racer Unbounded*, the *Soul Calibur* series returns and a new *Ace Combat* will take flight on 3DS.

Also due early next year are two *Victorious* titles based on the hit Nickelodeon series. The show's star Victoria Justice is billed by many as the next Hannah Montana and the IP is expected to take the UK young girls' market by storm in 2012.

Finally, Namco Bandai is working on a *Ridge Racer* title for PlayStation Vita and a *Tekken* game for Wii U.



NARUTO SHIPPUDEN: ULTIMATE NINJA IMPACT

Formats: PSP
Released: October 21st

THE LATEST entry in the *Naruto* series, *Ultimate Ninja Impact* throws players into battles against dark forces.

Only by honing the powers of the titular ninja-in-training and the spirit of the nine-tailed demon fox that dwells within him can they hope to master his stunning special attacks.



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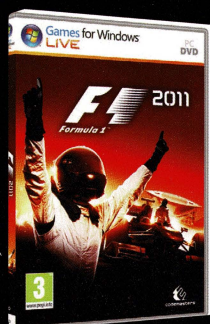
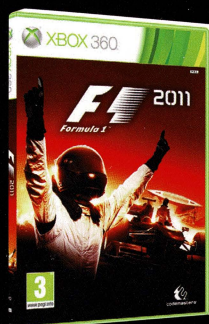
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EXPERIENCE"**

ZOO

**"F1 2011 MANAGES TO
IMPROVE UPON 2010 IN
EVERY WAY AND THEN ADD
SO MUCH MORE TO THE
GAME AT THE SAME TIME"**
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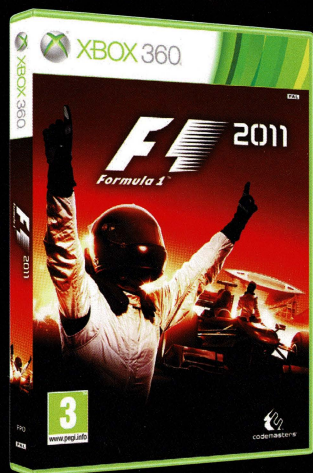
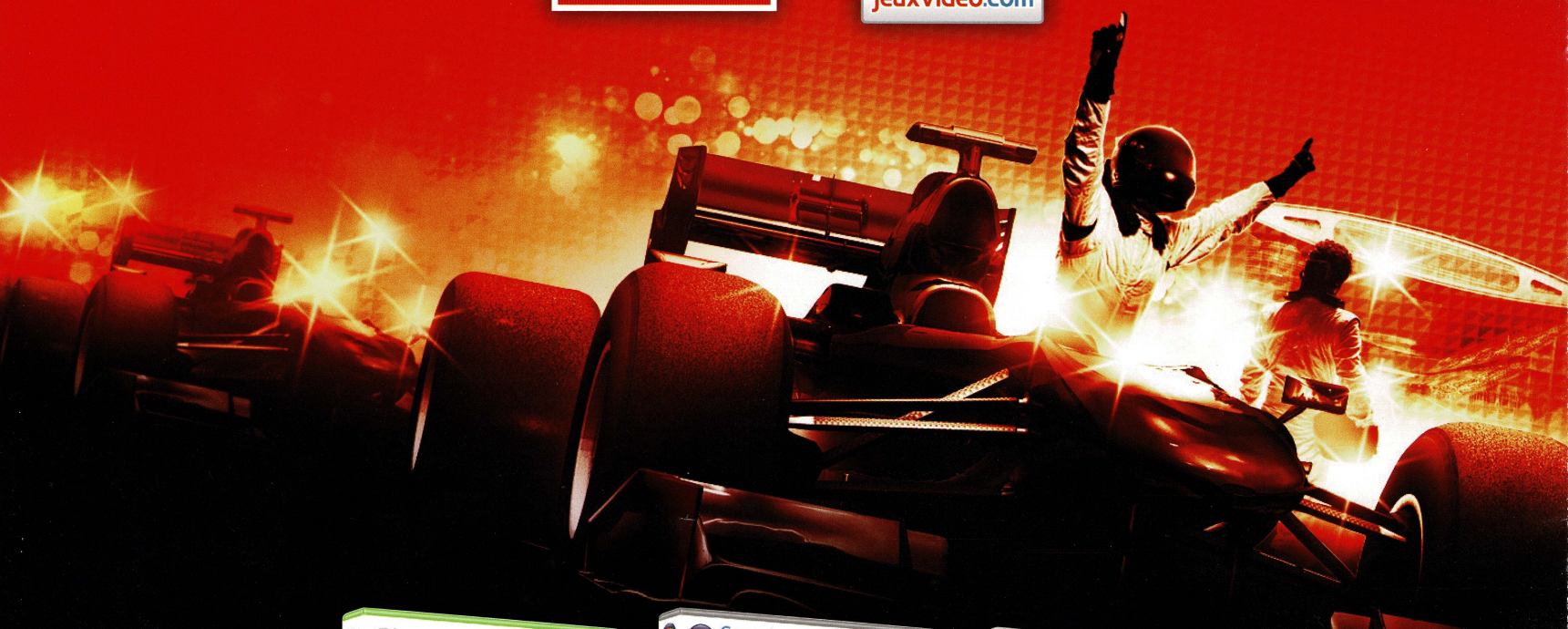
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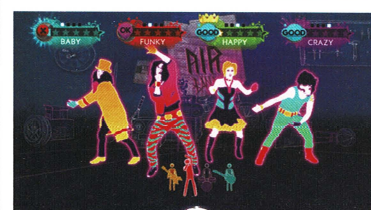
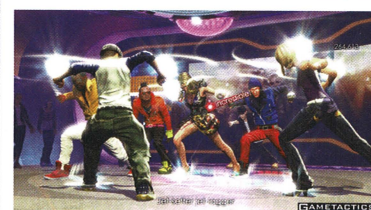
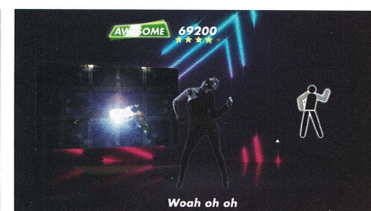
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Haven't stopped dancing yet...

In fact, the singing and dancing game genre should hit a new high this year – but it's becoming as competitive as it is lucrative. **Dave Roberts** talks to some of the major players



TEN YEARS ago, the UK market for 'singing' and 'dancing' games was about 75,000 units a year. Last year it climbed to over 3,750,000, and when 2011 is closed for business it will probably reach a new peak.

(The quote marks, incidentally, aren't to denigrate the efforts of gamers everywhere, but instead to make it clear that we're discussing two different genres, rather than 'singing and dancing' games – of which there are very few. They will be dispensed with henceforth)

The recent boom has been fuelled by, first, Ubisoft's *Just Dance* franchise and, this year, by 505's *Zumba* phenomenon (which GfK ChartTrack classifies as a dancing game).

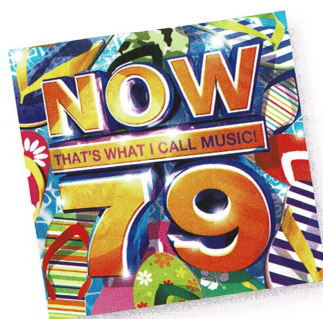
Pioneering work was done in the late '90s by Konami and its *Dance Dance Revolution*, although the franchise has more or less missed out this time around.

Another key product was Sony's *SingStar*, first released in the mid-noughties and still going strong. 23 million discs have been shifted since the original first hit PlayStation 2 in 2004. Over 12 million tracks have been downloaded from the SingStore, which boasts a library of 2,200 songs.

SCE UK's marketing chief Alan Duncan says: "*SingStar* played a

The success of *Just Dance* is due to its accessibility and the popularity of dancing in the UK.

Rachael Grant, Ubisoft



major part in the second half of the PS2 success story by making it a truly social console. It broadened the role a console could play in people's lives by creating new moments of play, livening up dinner parties and getting everyone in the mood before – or after – a big night out."

He believes that "as much as *GT*, *Wipeout* and *Heavy Rain*, *SingStar* embodies the PlayStation brand; credible, entertaining and exciting".

The brand's foray onto the dance floor, *SingStar Dance*, wasn't too successful, but it will be making a second attempt with *DanceStar Party*. The word 'Sing' has been dropped, notice, and the emphasis this time around is more on hitting the floor rather than the right note.

Duncan asserts: "*DanceStar Party* revisits all the values that made *SingStar* such a success and brings them to the dance genre. It's our biggest title for PlayStation Move this autumn."

DANCE-OFF

DanceStar Party will face stiff competition from *Just Dance 3*, as this October the Ubisoft sales phenomenon branches out from its Wii roots and sashays its way onto PS3 and Xbox 360.

The original caught the market by surprise at Christmas 2009 and the franchise has subsequently sold 15 million units worldwide.

Ubisoft's brand manager Rachael Grant says: "I think the key factors in the success of *Just Dance* are the accessibility of the product – literally anyone can play along and enjoy themselves – and also the fact that dancing is so popular in the UK.

"The game is exuberant and people just love playing together at home or with friends – and that's what we wanted consumers to get out of the game, to really let loose and enjoy themselves."

Zumba, from 505, whilst having a more overt fitness agenda, is in many ways this year's *Just Dance* – it's certainly a surprise hit that has been a true hero for retail.

It has been No.1 in the All Formats chart for eight consecutive weeks – and 11 weeks in total during 2011.



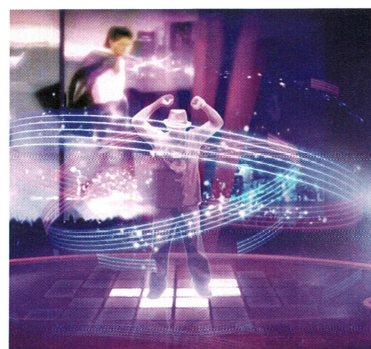
DANCE GAMES



(Left to right) Sony's Alan Duncan, Tubby Games' Neil Meredith, Nordic's Nik Blower, Ubisoft's Rachael Grant and Xbox's Stephen McGill

“**Many play Dance Central competitively, some more casually. Finding the balance has been important.**

Stephen McGill, Microsoft



The product and its success is yet another reminder that the market has changed so fundamentally that the definition of gaming has shifted.

Microsoft, for example, launched the Xbox as a gamer's console and proved that it 'got' games by delivering hardcore content.

But even as this strategy was implemented, the landscape was changing. So Microsoft got serious about being less serious.

Dance Central, made possible by the introduction of Kinect, has been a key product for the firm. The original was launched in November last year and a sequel is due this Christmas.

Stephen McGill, director of Xbox and entertainment at Microsoft, says: "Through Kinect we have certainly opened up the Xbox brand to new audiences. We know that many play *Dance Central* competitively for the highest score amongst their friends and that some people play more casually in a party environment.

Finding that balance has been very important for us."

Meanwhile, the shrivelling music industry takes its cut – but wants more. And EMI has made its move.

SING WHEN YOU'RE WINNING

The veteran label has teamed up with new publisher Tubby Games to create a singing and dancing game (emphasis on dancing) utilising its mega successful compilation brand – the result is *Now That's What I Call Music... The Game*.

Tubby's strategic director Neil Meredith commented: "The brand is everything with this game. It drives the values of the product and the track list authenticity. Let's face it, we have probably the most recognised mass market music brand."

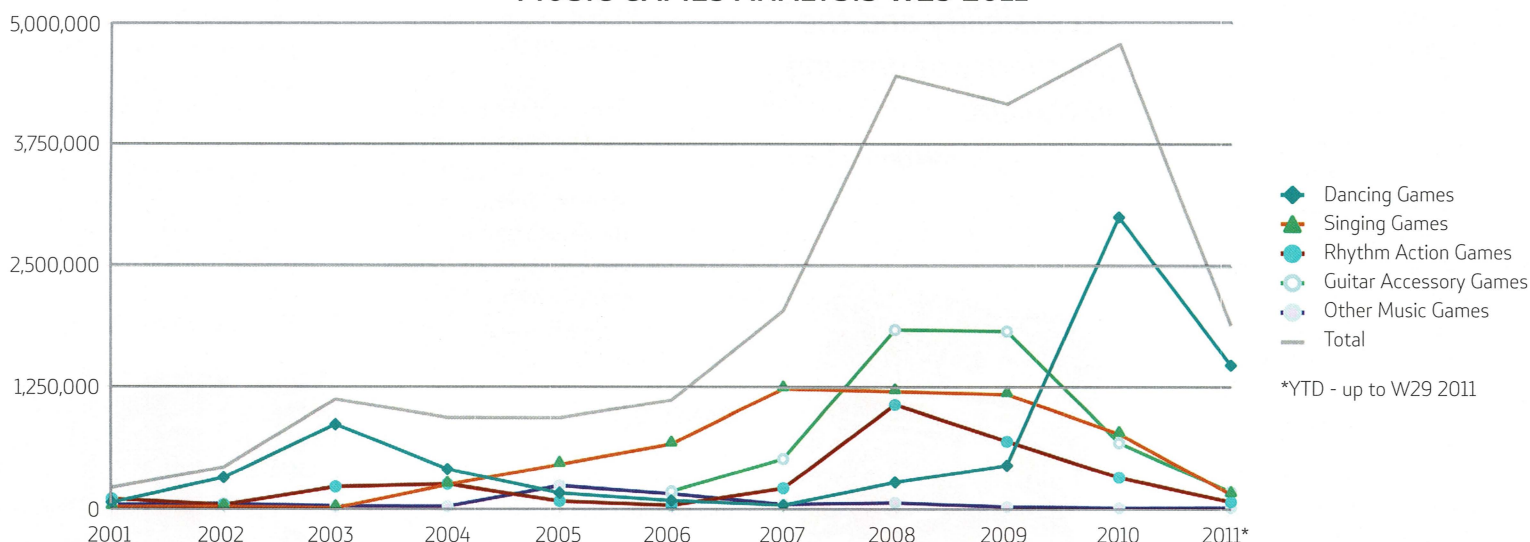
The Wii-only game will feature tracks from the latest *Now* music compilations and, thanks to the strength of the catalogue, will feature 15 number ones.

In some quarters there have been mutterings of fads and references to the demise of *Guitar Hero* and *Rock Band* – both of which, quite appropriately when you think about it, sold fast and died young. Combined sales were close to two million units in 2008 and 2009, but haven't reached 200,000 so far in 2011.

Nik Blower, sales and marketing director at *We Sing* and *We Dance* publisher Nordic Games, offers: "Games with plastic instruments are ultimately not real and once the novelty has worn off, it quickly stagnates into pattern matching. Plus, not every player can grasp the nuances of a Dual Shock controller, but everyone understands the basics of singing into a microphone."

Too true. But, whilst this universal appeal may have been bad news for lovers of the original version of 'Girls Just Wanna Have Fun', it has been a blessing for the games industry – and maybe the music business as well.

MUSIC GAMES ANALYSIS W29 2011



*YTD - up to W29 2011

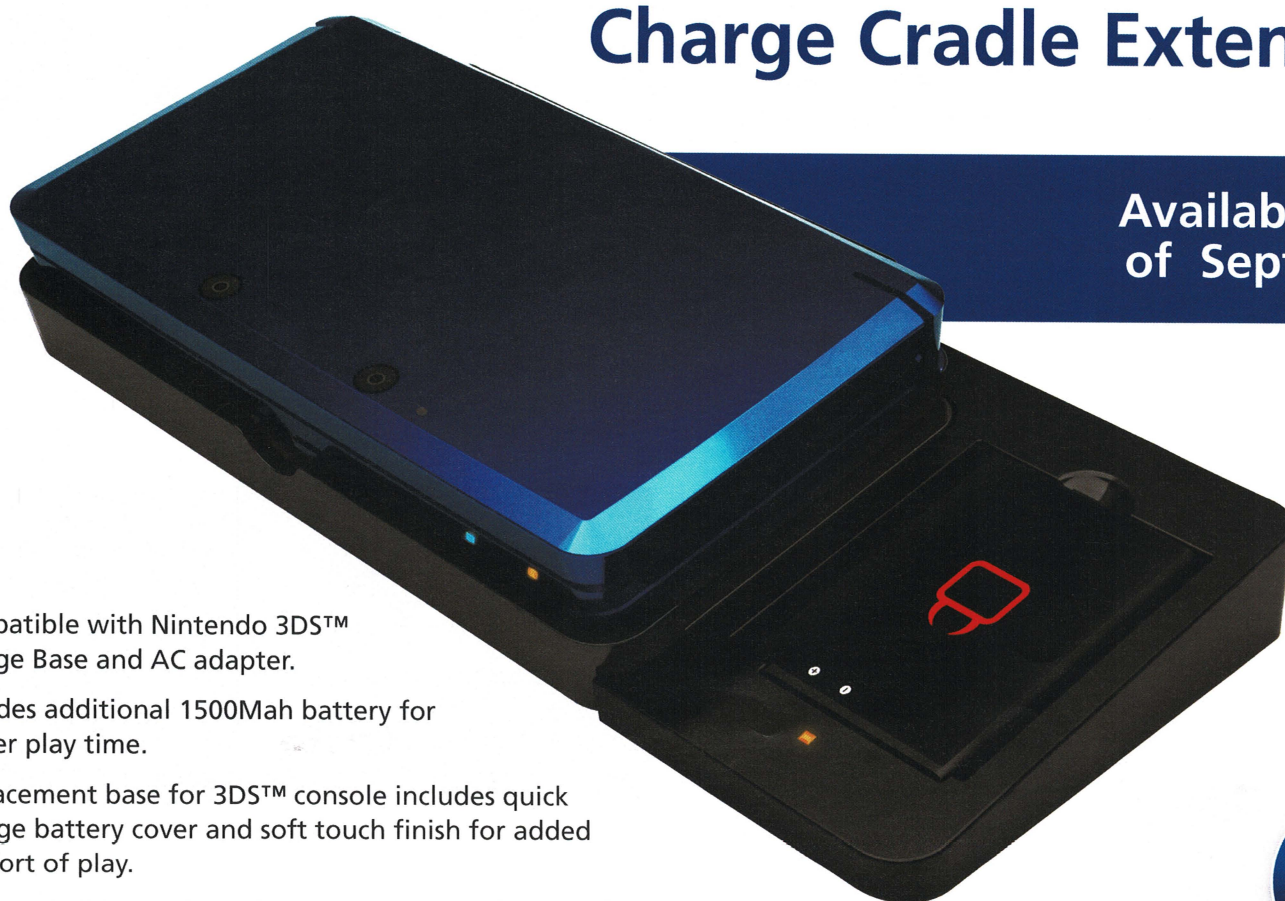
UKIE Games chart, compiled by GfK Chart Track

Accessories for use with 3DS™

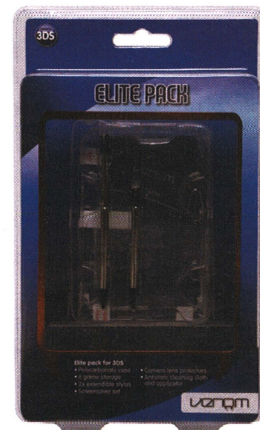
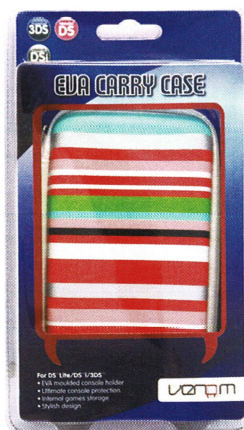
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Specialist publisher Focus Multimedia will transform itself with different licensing opportunities, the launch of new ranges and its push into mobile and social gaming. **MCV** uncovers the company's latest developments

YOU DON'T become the UK's No.1 PC budget publisher by simply republishing blockbuster titles from yesteryear.

Sure, releasing classic titles like Ubisoft's *Assassin's Creed* series at lower price points is still a relevant business, particularly considering the economic pressures that face consumers today.

But Focus Multimedia is about more than that.

For starters it has that range of *Driving Test Success* products, which constantly sells in high volumes throughout the year.



Focus now hopes to cement its leading position in games with new ranges, mobile products and a visit to Gamescom.

And the firm is also one of the UK's biggest suppliers of PC boxed casual titles, having partnered with the likes of PopCap and Big Fish. Wherever there are PC games being sold, Focus' hidden object titles and 'match three' puzzlers are certain to be among them.

Now the company hopes to cement its leading position in video games with new ranges, a line of products for the mobile and tablet market, and is even visiting Gamescom this year in the hope of meeting potential licensing partners.

Here **MCV** takes a closer look at the latest developments at Focus Multimedia.

HIDDEN GEMS

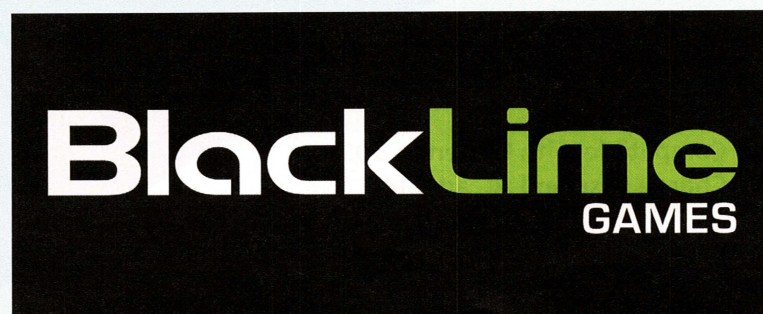
HIDDEN OBJECT games are amongst the biggest selling PC budget titles, so it's no surprise that Focus has a range dedicated to these products. The Collector's Edition has already made a massive impact at retail and is a line

of new-to-market hidden object mysteries, which features exclusive bonus content with every title. Focus Multimedia says it will launch new Collector's Edition titles every month to make sure the range stays fresh.



A NEW SECRET RANGE

FOCUS is launching a new range of high profile, value games that are aimed at the mass market. Focus has yet to reveal what the Black Lime Games line-up will include, only saying that they will be market-leading brands. Managing director Craig Johnson says: "What Focus does is all about creativity and action. Focus delivers innovation, not imitation, and Black Lime Games will be impossible to miss."



EXPRESS YOURSELF

NEXT MONTH sees the arrival of Focus Multimedia's 'Style your' range – a new brand of device personalisation for markets around the world.

Supported devices include the Apple iPad, iPod and iPhone, as well as the Amazon Kindle and Nintendo DS. The line lets consumers add their own flavour to their products of choice.

"We have identified significant opportunities in the growing mobile market," says Focus' PR and marketing manager Alan Wild.

"Today's customers are a social bunch who love to make visible

statements of themselves. These statements extend beyond social media sites and into everyday activities and conversations.

"The 'Style your' range is the perfect way to personalise your device. The versatility of 'Style your' turns your

mobile device into a uniquely personal, customised statement."



LICENSING OPPORTUNITIES

Focus Multimedia tells **MCV** it is being extremely active in the licensing areas, and has recently identified some "broad opportunities across territories for releasing all kinds of video games,

software and interactive product to retail."

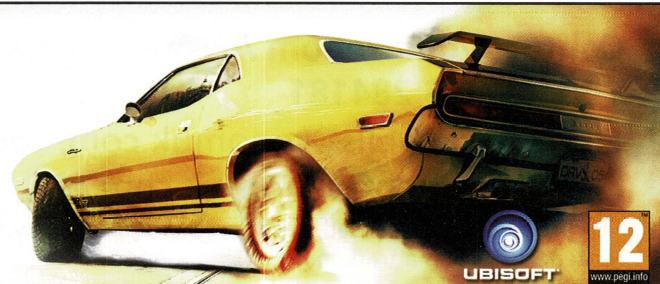
The firm is very interested in retail and licensing opportunities and is available to meet at Gamescom.

For more information call Focus Multimedia on +44 (0) 1889 570156 and speak with Craig Johnson (c.johnson@focusmm.co.uk) or Alan Wild (a.wild@focusmm.co.uk).



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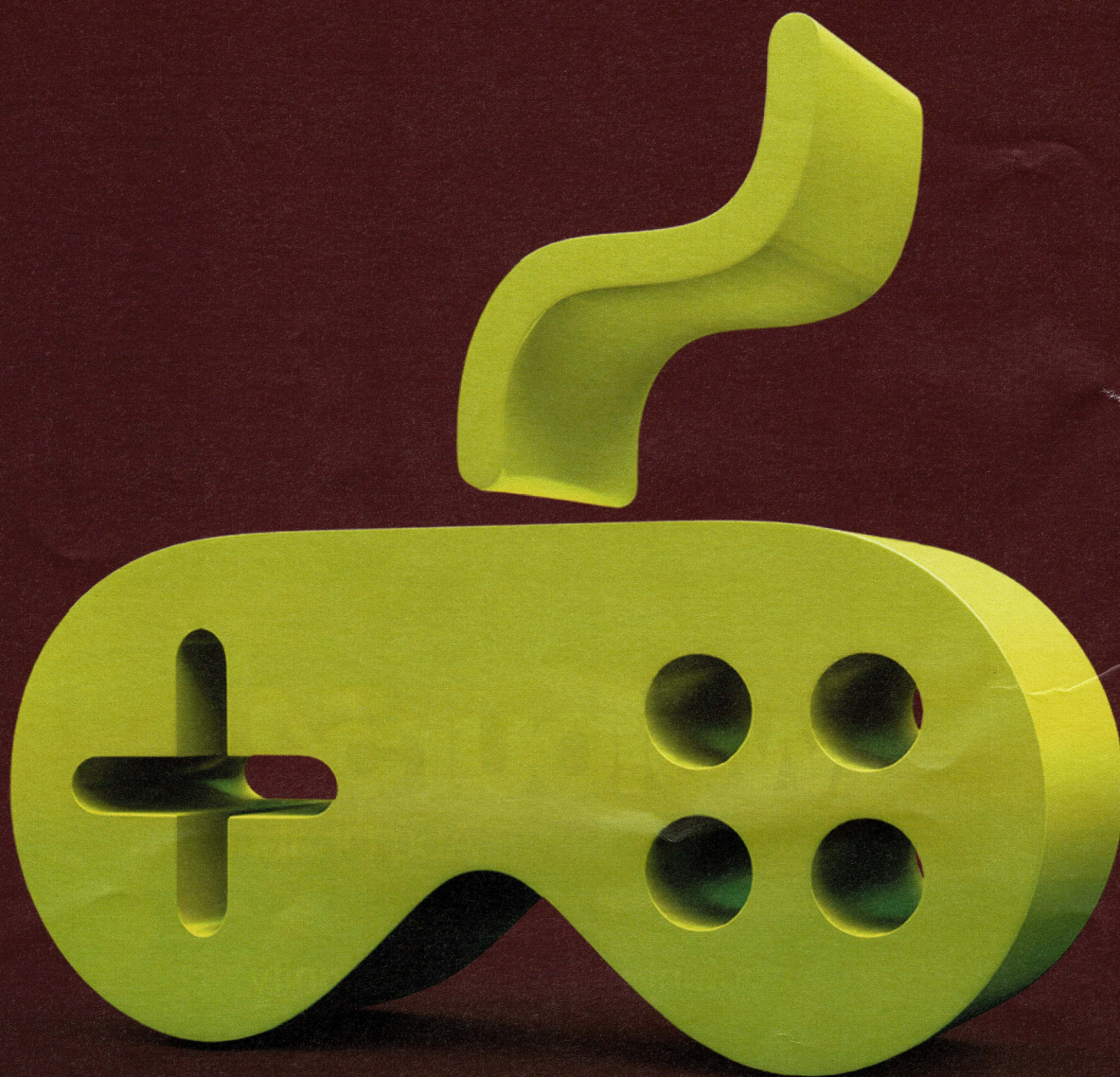
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Dawn of the dead

It took the horror genre into the mainstream and became Capcom's most lucrative franchise almost overnight. **Christopher Dring** unearths the horror stories behind the birth, rise and resurrection of Resident Evil

SHINJI MIKAMI and his team redefined the survival horror genre when they developed *Biohazard*, aka *Resident Evil*, in 1996.

Not that anyone expected it at the time. *Resident Evil* was loosely based on a niche Japanese-only 1989 Famicom game called *Sweet Home*. Not the typical basis for success.

But it was a success. A huge one, selling 2.75m units on PSone alone.

"We obviously had no idea it'd grow to be so popular," says *Resident Evil 4* producer Hiroyuki Kobayashi, who has also worked on every *Resident Evil* so far.

"During the development we had both internal and

external resistance as we were aiming for something that was very new and unconventional – but the team was sure it would be accepted by the gamers one way or another."

Long-term *Resident Evil* producer Masachika Kawata adds: "We

started again.

It proved to be the correct decision.

"Compromise is not an option," says Kobayashi.

"It was controversial but if a game hasn't got what it takes to awe, it is dead to us."

Capcom's head of Home Video Games Business and managing corporate officer Katsuhiko Ichii adds: "The original *Resident Evil* was an instant global success and this was where history began.

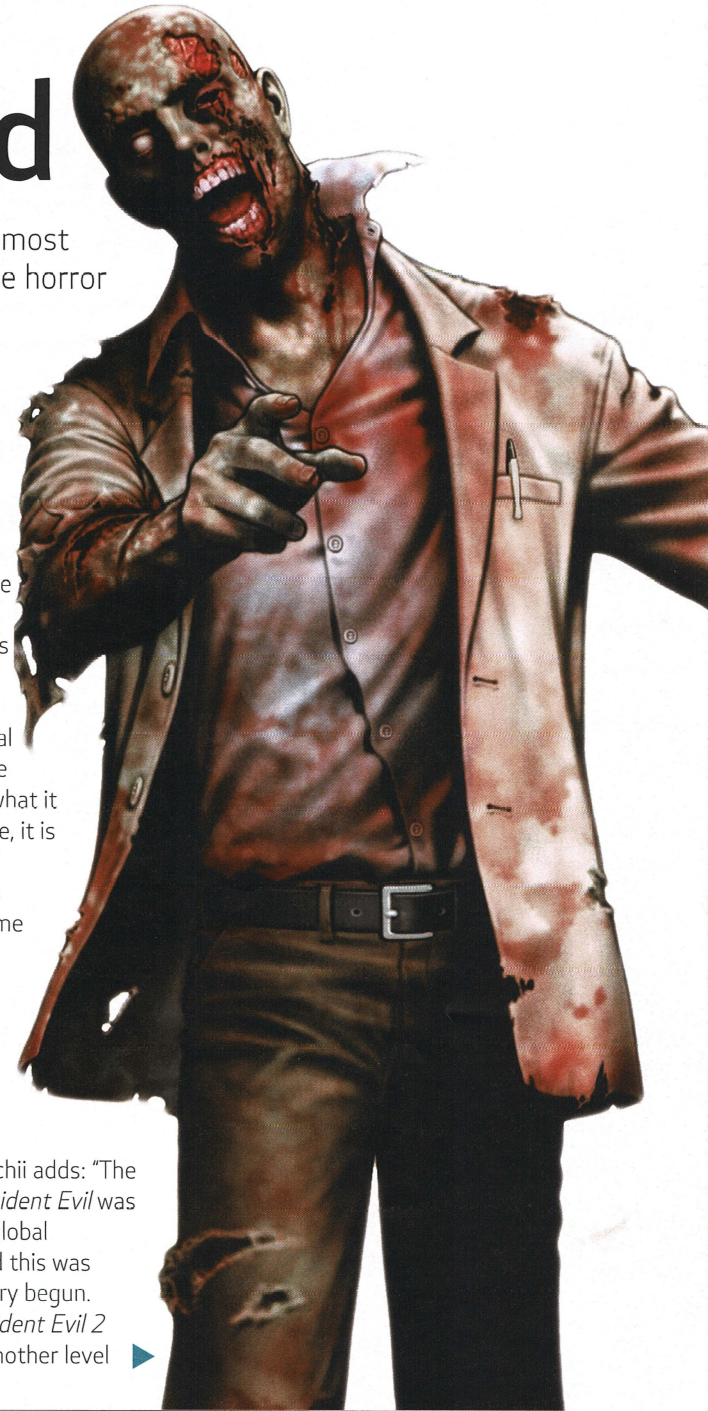
"But *Resident Evil 2* took it to another level

64

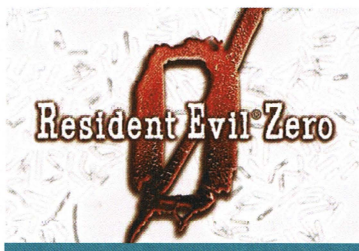
The number of Resident Evil titles released worldwide

thought horror games only had a niche market, so we did not think it would become so popular. But because of its originality and the highly entertaining contents, *Resident Evil* reached out to the bigger audience."

Following the original's runaway success, expectations were high for the sequel, and Capcom put its full weight behind the game. But 80 per cent into the development of *Resident Evil 2* and Mikami-san declared himself unhappy with the project, so he scrapped it and



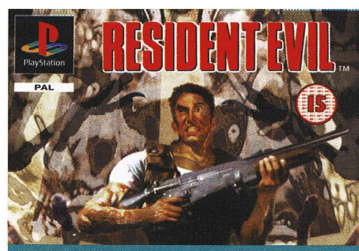
HORROR STORIES



RESIDENT EVIL 0

Released: 2003
Formats: GameCube, Wii

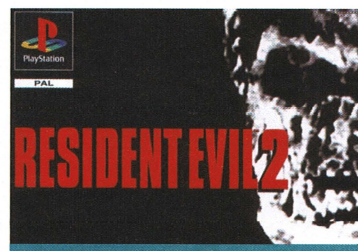
The prequel to the *Resident Evil* universe was originally a GameCube exclusive. It told the story of Rebecca Chambers, the only surviving member of the STARS Bravo team, and featured a partner switching system.



RESIDENT EVIL

Released: 1996
Formats: PSone, PC, Sega Saturn, DS, Wii, GameCube

The game that went on to define the survival horror genre. The three PSone editions sold a combined 5m units worldwide, the GameCube remake has sold 1.35m copies.



RESIDENT EVIL 2

Released: 1998
Formats: PSone, GameCube, PC, Dreamcast, N64, Game.com

Regarded by the press (such as *Famitsu*) as one of the greatest PSone games of all time, the iconic sequel sold some 5m units on the original PlayStation alone.



RESIDENT EVIL 3: NEMESIS

Released: 2000
Formats: Dreamcast, GameCube, PS2, PC

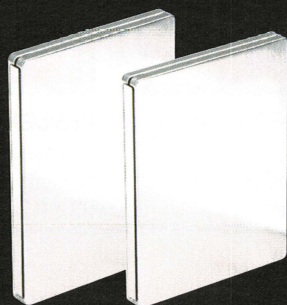
The third *Resident Evil* didn't enjoy the same critical plaudits as its predecessors, nor did it quite sell as much, shifting a still pretty impressive 3.5m units.

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▶ with the benefit of full strategic planning and marketing support that the original did not receive on the same scale."

FANS OF FEAR

Two years in and *Resident Evil* had won itself an ardent fan base. Capcom soon started selling toys, clothes and other merchandise based on the series.

And like hungry zombies the fans devoured it all. They even wanted the games Capcom never released.

"We probably have around five requests a week for us to release these prototype versions, or 1.5 and 3.5 as they're often called. The *Resident Evil 5* leaderboards were even hacked with the message 'give us version 3.5,'" reveals European head of marketing Stuart Turner.

"Some fans genuinely think we're some evil Umbrella-style organisation and have two finished games sat in a vault somewhere.

"The character and world design

in *Resident Evil* is as iconic as it is unique. Its closer to something like *Harry Potter* in that the whole *Resident Evil* universe can be explored in amazing depth."

Although a die-hard fanbase has its advantages commercially, it can prove a challenge from a creative point-of-view.

If the developers try to be too innovative, they run the risk of

46m

The number of *Resident Evil* games sold worldwide.

upsetting its loyal following. An early prototype for *Resident Evil 4* was so different to previous games in the series that the team decided not to risk it and created a new franchise with it instead – *Devil May Cry*.

Paul WS Anderson, the man behind the *Resident Evil* movies, has often been on the receiving end of disgruntled fans, because his films haven't followed the games' narrative.

But that's not to say Capcom has avoided experimenting with *Resident Evil*. The firm has instead created spin-off titles – from online shooters to light-gun games – which let the company try new things that can be later implemented into the main series.

"We are constantly seeking something new," says Kobayashi. "The main franchise has expectations to fulfil and it can't risk too much. Our games in the wider *Resident Evil* universe on the other hand give us a little more flexibility and let us work on our cool ideas in vivo."

EVIL AT THE MOVIES



THE FOUR *Resident Evil* movies have grossed \$675m at the Box Office and a fifth is due next year. We asked series writer, producer and director Paul WS Anderson on what makes his films work.

Why has *Resident Evil* worked in movies when other game IP has not?

Despite what haters on the internet say, I love *Resident Evil* and that translates into the movies I make. A lot of other video game movie directors don't immerse themselves in the games.

The *Resident Evil* movies follow a different plot to the games. Why?

A direct adaptation won't make me leap when the dog jumps through the window, because I know it's coming.

And even the most hardcore fan in the world is not going to argue that the dialogue in the first *Resident Evil* should have been adapted into the film.

But in all the sequences we've quoted from, the sets we've recreated and the characters that have made an appearance, we've tried to stay true to the spirit of the game. I know that upsets some fans. But if we'd fucked it up so badly, we wouldn't have done billions of dollars of business.

\$190m

The budget of all four *Resident Evil* movies, which have made \$675m at cinemas

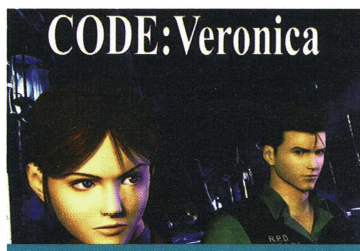
And made five movies.

You can fool people once. The first *Tomb Raider* movie promised a lot but didn't deliver. People didn't go back for the second one. With *Resident Evil* it is very telling that each movie has done better than the one before.

Check out our full interview with Paul WS Anderson on www.mcvuk.com.



HORROR STORIES CONTINUED



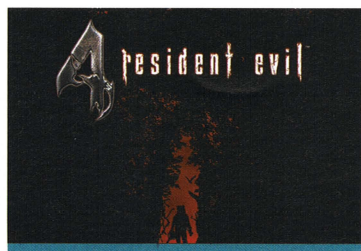
RESIDENT EVIL: CODE VERONICA

Released: 2000

Formats: PS3, Xbox 360, Dreamcast, GameCube, PS2

Code Veronica was notable for not starting life on a PlayStation platform. It was a Dreamcast exclusive and sold 1.14m copies. The eventual PS2 edition beat it by selling 1.4m.

www.mcvuk.com

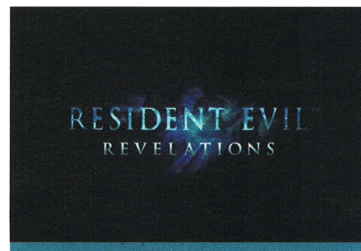


RESIDENT EVIL 4

Released: 2005

Formats: GameCube, PS2, PC, Wii, PS3, iPhone, Xbox 360

Originally a GameCube exclusive, *Resident Evil 4* shook up the genre and was a critical smash hit with a Metacritic of 96. It has sold 5.7m units across Wii, GameCube and PS2.



RESIDENT EVIL: REVELATIONS

Released: 2012

Formats: 3DS

The 3DS exclusive is due next year and fills the gaps between the fourth and fifth games. The title is notable for combining more classic *Resident Evil* gameplay with some of the new ideas introduced in *Resident Evil 4*.



RESIDENT EVIL 5

Released: 2009

Formats: Xbox 360, PS3, PC

On Xbox 360 and PS3 *Resident Evil 5* has sold 5.6m units worldwide, proving the franchise is stronger than ever. A Gold edition that featured the DLC is available now and the PS3 version of this boasts Move support.

15 YEARS OF RESIDENT EVIL

Ichii adds: "In other words, the main franchise gets to be what it is, as an amalgamated result of research and innovation of other *Resident Evil* titles."

REDEFINING HORROR... AGAIN

Following the release of *Resident Evil 3*, the franchise left PlayStation and ventured onto new platforms. *Code Veronica* started life as a Dreamcast exclusive and then there was an agreement with Nintendo that saw several *Resident Evils* appear only on GameCube.

It certainly made life expensive for loyal fans, but it opened *Resident Evil* up to a broader audience.

"Creating games for a variety of hardware is not always the most efficient way to produce games," admits Kawata-san. "But *Resident Evil* is so well-known because we have been created the games for different platforms."

With a Hollywood movie doing wonders at the Box Office, *Resident Evil* had reached new heights. Yet Capcom was worried for its future. The games hadn't progressed much since 1996, and review scores and retail sales began to reflect this. Capcom had to freshen things up.

"There was a feeling that the genre was stagnating," explains Turner.

"Then came *Resident Evil 4* which shook up the world and brought in a new audience."

Mikami and his team had done it again. *Resident Evil 4* was a multi-million selling masterpiece. But its development process proved arduous, with the studio scrapping and re-starting the project over and over.

"The quality did not match our expectations," explains Kawata. "We almost believed the day of its release would never come. However, the know-how we gained through the struggle has now been passed

We now stand in a competitive field. We cannot bask in past glorious moments.

Masachika Kawata, Capcom



on to make *Devil May Cry* and other *Resident Evil* titles."

So what comes next for *Resident Evil*? The fifth game – plus the Wii titles – saw the franchise experiment with motion control. Recent iterations have taken the series into 3D, while the upcoming *Operation Raccoon City* is a squad shooter.

Resident Evil 6 could well feature a mixture of these innovations. But the biggest challenge facing the next game is keeping pace with rivals like *Dead Space* and *Gears of War*.

Ichii concludes: "We now stand in an extremely competitive field, and we simply cannot bask in past glorious moments. We need to thrive and make the next survivor's list in the industry – and no one is seeded. I am sure, looking at our short and long term plans as well as the roster of our talented members of Capcom, that we will step up to become the true powerhouse of quality games."

SPIN-OFFS



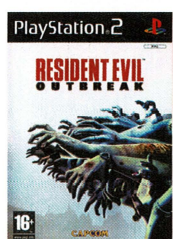
Resident Evil Survivor series
Released: 2000 (*Survivor*), 2001 (*Survivor 2: Code Veronica*), 2003 (*Dead Aim*)

Formats: PSone (*Survivor*), PS3 (*Survivor 2/Dead Aim*)

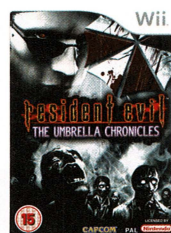
The first *Resident Evil* spin-offs were light-gun games.

Resident Evil Gaiden

Released: 2001
Formats: GBC
This handheld game mixed a top down view with first person combat.



Resident Evil Outbreak series
Released: 2004 (*Outbreak*), 2005 (*File #2*)
Formats: PS2
The first of these multiplayer shooters is the most successful spin-off with 145m sold.



Resident Evil Chronicles series
Released: 2007 (*Umbrella Chronicles*), 2009 (*Darkside Chronicles*)
Formats: Wii

These on-rails Wii shooters acted as recaps to the *Resident Evil* story. *Umbrella Chronicles* has sold 1.3m units globally.

Resident Evil: Mercenaries 3D

Released: 2011
Formats: 3DS
This 3DS title featured the Mercenaries mini-games from *RE4* and *5* has already sold 400,000 units.



Resident Evil mobile series

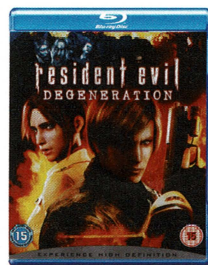
There has been a string of *Resident Evil* games released for mobile devices Nokia devices have received titles such as *Missions*,



Genesis and Uprising. Meanwhile, iPhone gamers received a port of *Resident Evil 4* and an entirely new game, *Degeneration*.

Resident Evil: Operation Raccoon City

Released: Winter 2011
Formats: PC, Xbox 360, PS3
The upcoming co-op action shooter is set during *Resident Evil 2* and *3* and lets gamers play as the bad guys, they can even kill series hero Leon Kennedy.



Resident Evil: Degeneration
Released: 2008
Formats: DVD, Blu-ray
Unlike the live-action Hollywood movies, this

CGI flick is based on the narrative of the video games (set between *Resident Evil 4* and *5*). A sequel – *Damnation* – is due next year.

KILLED BEFORE THE END

Resident Evil 1.5

Resident Evil 2 was originally due in 1997, but with the game almost 80 per cent done Capcom scrapped it and started again. The lost game is called *Resident Evil 1.5* by fans.



Resident Evil 3.5

Development on *Resident Evil 4* was re-started several times. One version of the game became *Devil May Cry*. Another, featuring a ghost-like man with a hook, was never released.



Resident Evil GBC

HotGen Studios was tasked with the impossible – squeezing the first *Resi* onto Game Boy Color. Could they do it? No.

Resident Evil Portable

It was announced at E3 2009 as a game built with 'PSPgo in mind'. Never officially cancelled, it could still be coming, just not for PSPgo.



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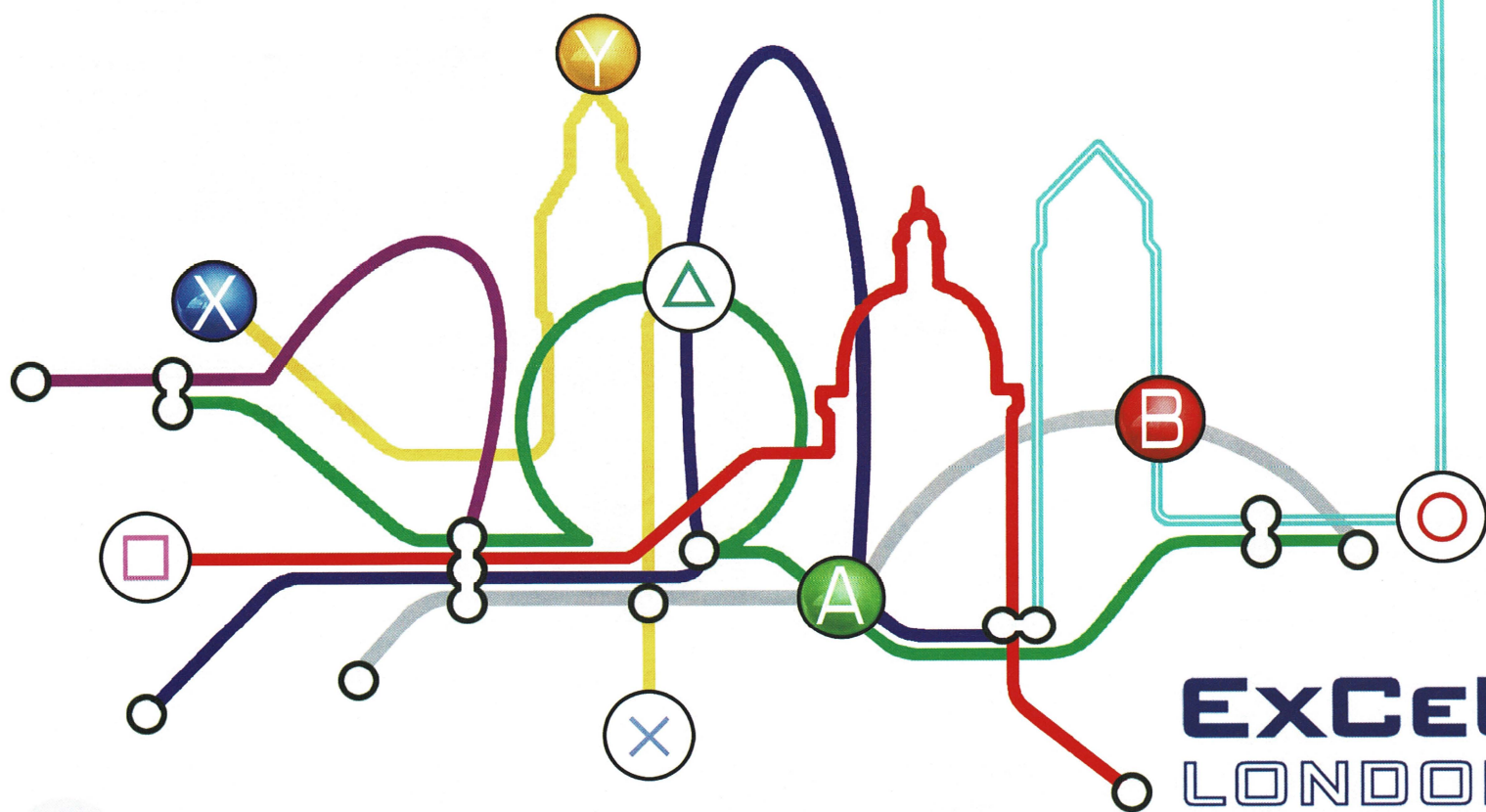
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2003

As Sega bid farewell to the hardware race, Sonic was able to establish himself as a multi-format superstar, reaching entirely new audiences on Xbox, PlayStation and even Nintendo machines. It was the beginning of a brand new chapter in Sonic's evolution

BY 2003, Sega had gracefully withdrawn from the hardware market and had successfully reinvented itself as a superstar multi-format software publisher.

Sonic, meanwhile was bigger than ever and had gone from brash upstart to iconic elder statesmen – albeit an elder statesman that could still shift at the speed of light.

Sonic Heroes took the brand in a new direction by allowing

players to control one of three main characters at any one time, each with their own special ability – speed, power or flight.

And with Sega's newly confirmed platform agnosticism, it would be the first truly multi-format edition in the series, appearing on GameCube, PlayStation 2, Xbox and PC.

Sonic was 12 years old by now. In gaming IP terms, that's

middle age. There was, however, no sign of pipe and slippers.

Indeed, in many ways, *Sonic Heroes* was the start of a new lease of life for the brand – the universe was more diverse, as was the audience. Sonic had always moved fast, but usually in straight lines. Now he was everywhere.



MEDIA

Game Stars is broadcast on ITV over the Easter weekend.

Future Publishing buys *Computec UK*.

PEOPLE

European Xbox boss Sandy Duncan announces his retirement.



Gerhard Florin (left) takes the top EA job in Europe.

Martyn Gibbs quits HMV for GameStation.

David Yarnton becomes UK MD at Nintendo.

Mike Hayes quits Codemasters – and will re-emerge at Sega in January 2004.

SONIC HEROES



Sonic Heroes was the eighth game in the *Sonic The Hedgehog* series.

It was developed by Sonic Team USA.

Six million units have been sold around the world.

Whilst *Sonic Heroes* was released in 2003 in Japan it didn't hit Europe until 2004.



I REMEMBER IT WELL

The very first thing I saw when I walked into the Sega offices on joining the company in 2003 was a great big Sonic Team logo on a pod and I knew I'd come to work in the right place. The game behind that splash-screen was a landmark for new Sega; *Sonic Heroes*, which was the first multi-format Sonic game following the company's rebirth as a software-only publisher. The game introduced a great 'team' mechanic that really resonated well with the audience; this coupled with the fact that we had a fantastic TV advert based around the A-Team theme and a hit TV series in *Sonic X* paved the way for huge success for the game.

Stefan McGarry

Then: PR Exec, Sega

Now: Senior PR Manager, Sega

www.mcvuk.com

HARDWARE

Xbox Live launches. Sony responds with the Network Starter Pack and SOCOM.

Nintendo launches the GBA SP in Europe and sells 200,000 units.



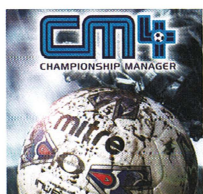
Microsoft cuts the price of the Xbox to £129, the PS2 drops to £139.



PS2 sales cruise past four million in the UK.

Sony launches the Eye Toy

SOFTWARE



Championship Manager 4 becomes the fastest selling PC game ever, shifting 124,327 in two

days – but later in the year CM dev team Sports Interactive parts

company with Eidos and buddies up with Sega

Eidos takes *Tomb Raider* dev duties away from Core and puts Crystal Dynamics in charge.

Electronic Arts' revenues go past \$2 billion.

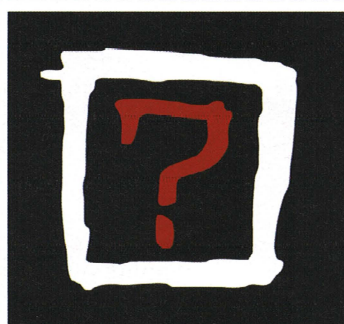
MISCELLANEOUS

The first ever MCV Awards takes place – hosted by Jeremy Vine.

The Edinburgh Games Festival also makes its debut.

PEGI ratings are introduced.

At the InDin, Prime Minister Tony Blair thanks the industry for its contribution to the UK economy.



BIGGEST SELLING SINGLE:

Where is the Love – The Black Eyed Peas



HIGHEST GROSSING FILM:

Lord of the Rings: The Return of the King



CHARTS

GfK ChartTrack

The All Formats Console Top 10

- 1 FIFA 2004
Electronic Arts
- 2 Need for Speed: Underground
Electronic Arts
- 3 Medal of Honor: Rising Sun
Electronic Arts
- 4 The Sims
Electronic Arts
- 5 GTA: Vice City
Rockstar
- 6 Enter The Matrix
Atari
- 7 Tom Clancy's Splinter Cell
Ubisoft
- 8 EyeToy: Play
Sony
- 9 The Simpsons: Hit & Run
VU Games
- 10 FIFA 2003
Electronic Arts

IN OTHER NEWS



Roman Abramovich buys Chelsea.

Bee Gee Maurice Gibb stops Staying Alive.

The London Congestion Charge comes into operation.

Allied troops roll into Baghdad and a statue of Saddam Hussein is brought



crashing down as the Iraq leader's rule comes to an end.

The small Kent village of Brogdale makes history by recording a temperature of 38.5C – the highest ever in the UK.

Den Watts/Leslie Grantham returns to Eastenders.



Iain Duncan Smith resigns after two years as leader of the Conservative party.

England win the Rugby World Cup, with Jonny Wilkinson landing a drop goal in extra time to clinch a 20-17 victory against Australia.



Concorde is taken out of service.

Mick Jagger receives a knighthood. Keith Richards takes the piss.

The M6 toll road opens.

Channel 4 pulls the plug on *Brookside* after 21 years.

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RETAILBIZ

Your guide to everything retail including previews of the hottest upcoming games, the weekly release schedule, charts and more



p60 WHEELS OF FORTUNE

Ubisoft revamps the Driver series with open-world action racer Driver: San Francisco

62 DRIVER: RENEGADE 3D

Ubisoft releases a special version of its new racer just for the Nintendo 3DS

62 DUAL PEN SPORTS

This creative mini-game collection for 3DS lets players use two stylus pens at once

64 X-MEN DESTINY

A brand new action game based on the mammoth X-Men franchise

64 CHAMPIONSHIP JOCKEY

Tecmo Koei gets in the saddle with its new motion-sensing horse racing sim



66 THE GUNSTRINGER

Microsoft's marionette shooter heads to Kinect with a budget price tag

68 HIGH STREET

We check prices in Exeter and talk to Nick Whitehead from online indie Xbite

70 NEW RELEASES

MCV lists the 40 top-selling games of the week, courtesy of GfK Chart-Track

RECOMMENDED: DRIVER: SAN FRANCISCO

IF YOU took the best aspects of *Burnout* and *Grand Theft Auto* and amalgamated them, you'd get something like *Driver: San Francisco*.

The title allows players to explore an impressively recreated San Francisco in various cars as they hunt down a mob boss. It's the latest in the 14m-selling *Driver* franchise which began life in 1999 on the PSone.

However, it wouldn't be fair to label *Driver* as Ubisoft's *GTA* – it doesn't have any shooting or walking sections – but then it doesn't need them. Instead, *San Francisco* uses a one-of-a-kind 'shift' feature, where players can zoom out high above the city at the touch of a button and immediately take control of a different car.

We have the opportunity to capture a mainstream audience with *Driver*.

Jan Sanghera, Ubisoft

For example, if the gamer is being chased by the police, they can quickly take control of a lorry and move it to block the road, then jump into a sports car to progress.

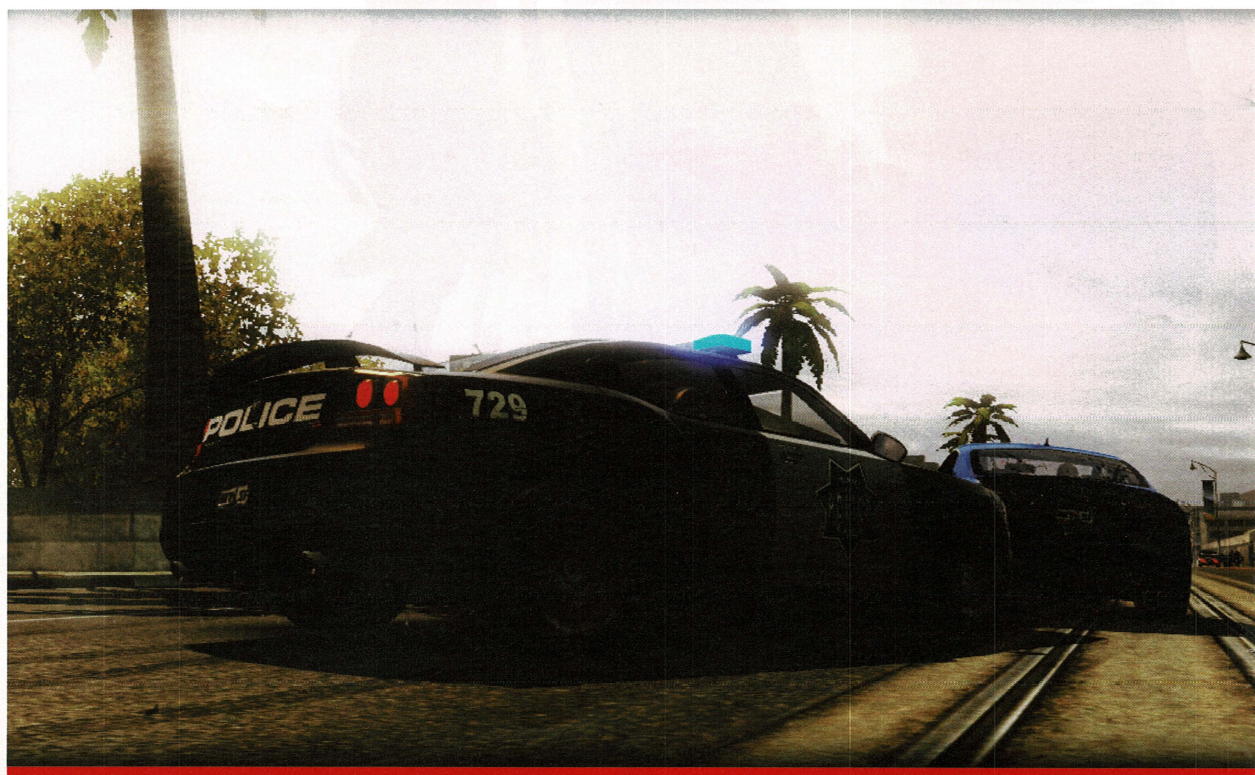
Ubisoft's brand manager Jan Sanghera tells *MCV*: "The broad appeal of the franchise and the driving games genre has provided us with an opportunity to capture a wider audience of mainstream buyers. We're treating *Driver* as a blockbuster title."

TAKING THE LONG ROAD

Driver is a huge game – there are more than 200 miles of road and over 120 licensed cars to drive. Even landmarks have been replicated such as the Golden Gate Bridge.

There are 19 multiplayer modes, a Film Director replay mode and user-created videos can be uploaded online. This is on top of 80 in-game challenges and 12 inspired by famous car chases from films and TV programmes.

With its impressive visuals, huge world and exhilarating gameplay, *Driver* has the potential to be one of this year's biggest car games.



Driver: San Francisco

Driver is back and bigger than ever in this refreshing update in the long-running series. **Dominic Sacco** takes a look at its unique 'shift' system

RECOMMENDED: DRIVER: SAN FRANCISCO



[INFO]

Released:
September 2nd

Formats:
360, PS3, PC, Wii

Publisher:
Ubisoft

Developer:
Ubisoft Reflections

Price:
Various

Distributor:
Gem

Contact:
01279 822800



DRIVER SPECIAL EDITION

This limited edition SKU includes a replica 1970 Dodge Challenger car, a map of San Francisco, two extra in-game vehicles, a Mass Chase challenge mode and more. It's priced at £69.99.



LOST THE PLOT

The storyline in *Driver: San Francisco* explains the players' ability to switch from car-to-car. Gamers control ex-detective John Tanner who is unaware he is in a coma and believes he's chasing criminals.



FIRST DRIVE

The original *Driver* on PSone was very well received, picking up a score of 9.7 on *IGN* at the time of release. Today the game is available to download and play on the Apple App Store for £1.99.



SOUND OF THE UNDERGROUND

Driver: San Francisco's audio has been mixed at Pinewood Studios, giving the soundtrack an extra touch of quality. There are over 60 music tracks with songs from popular artists.

Driver: Renegade 3D

Ubisoft caters to the 3DS audience with a special version of Driver. **Dominic Sacco** finds out what makes the portable version different



DRIVER: *Renegade 3D* is the first action driving game on 3DS, and that makes it a tantalising prospect for buyers.

Like the console version out on the same day, the 3DS game allows players to speed across an open world, take part in stunts and drive a variety of cars. But unlike *Driver: San Francisco*, *Renegade* is set in New York and takes place between the original *Driver* and *Driver 2*.

Gamers play ex-cop John Tanner, who takes the law into his own hands after saving senator Ballard's life. He must take down five criminal masterminds – a drug dealer, a human organ trafficker, a pimp, an arms dealer and a trader. And, of course, doing so involves car chases and driving recklessly to take out other vehicles.

There are 20 story-based missions to take part in and 50 cars to drive. There are seven types of challenges to complete, from Time Attack modes to Rampage and Elimination. In total there are over 80 challenges and tracks spread throughout New York that gamers can discover.

Released:
September 2nd

Formats:
3DS

Publisher:
Ubisoft

Developer:
Ubisoft

Price:
£39.99

Distributor:
Gem

Contact:
01279 822800

Dual Pen Sports

A mini-game collection that uses two stylus pens at once? **Dominic Sacco** takes a closer look at this innovative 3DS title



DUAL PEN SPORTS is the first 3DS title that encourages players to use two stylus pens at once.

The title features a series of sports-based mini-games, including football, baseball, archery, boxing, basketball, skiing and paragliding, as well as a daily sports challenge mode and reaction-based touch exercises.

The bottom screen of the 3DS is used to display the different moves gamers can select, while the top screen shows the action. For example, during a penalty shoot-out, players use one stylus to control the player's movements, while the other is used to move the legs and kick the ball.

There's even a range of multiplayer modes that allow two players to go head-to-head.

Namco Bandai says the title 'provides an instant edge' in the handheld and casual gaming markets, and with its 3D visuals and dual stylus gameplay, it's easy to see why.

With the likes of *Wii Sports* and *Mario & Sonic* still popular, *Dual Pen Sports* is in good shape to stimulate strong sales of its own.

Released:
September 2nd

Formats:
3DS

Publisher:
Namco Bandai

Developer:
Namco Bandai

Price:
£39.99

Distributor:
Advantage

Contact:
0121 506 9590



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Champion Jockey: G1 Jockey and Gallop Racer

Horse racing arrives on Kinect, Move and Wii. **Billy Langsworthy** saddles up

WITH *Champion Jockey*, gamers can experience the authentic intensity of a real horse race thanks to the motion controls of the Kinect, PlayStation Move and Wii.

Players will have the chance to become the next Frankie Dettori and gain an understanding of the preferred racing style of each horse.

They will also have to manage other aspects including the horse's stamina, rhythm and potential. By mastering these, players can transform any humble thoroughbred into the next Ballabriggs.

SMACK THE PONY

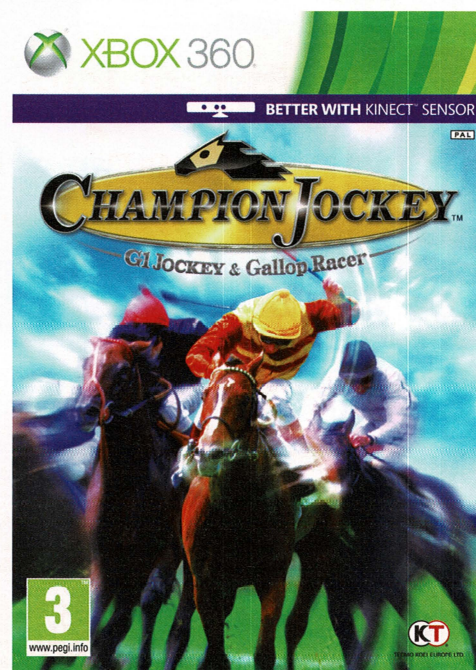
The game's focus is on accuracy and attention to detail. Players will not only learn how to handle the whips and reins but also how subtly

shifting their body weight can help their bid to be a nose in front of the competition when it comes to the final stretch.

There are 19 tracks inspired by real courses from across the world, giving players the chance to engage in both flat and jump racing as well as American-style dirt track races.

For the shyer horses, there is the less intense Fun Race. This more accessible experience reduces the difficulty of the more realistic modes. As a result, players can use the motion controls in a fun but simpler way, with less concerns about accuracy.

The game also features a range of online features including multiplayer races, downloadable content and Live Jockey Rankings.



Released:
September 30th

Formats:
Wii, PS3, 360

Publisher:
Tecmo Koei

Developer:
Tecmo Koei

Price:
£39.99

Distributor:
Open

Contact:
01462 476 130

X-Men: Destiny

Three new mutants bring X-Men back to consoles after the death of Professor X. **Billy Langsworthy** explains

X-MEN IS one of Marvel Comic's most popular creations.

Alongside the comics, *X-Men* has five feature films, numerous TV shows and a variety of video games under its belt.

And yet while Wolverine got his own game in 2009 and the mutants cropped up in this year's *Marvel vs Capcom 3*, the characters have not all been together in a game since 2006's *X-Men: The Official Game*.

Enter Activision's *X-Men: Destiny*, an new mutant adventure from Silicon Knights, the studio behind *Eternal Darkness* and *Too Human*.

The story, written by *X-Men: Legacy* comic writer Mike Carey, takes place after the death of Professor X and is set in a San Francisco divided into mutant and human zones due to the ongoing conflict between the two.

Players will take on the role of one of three mutants, Aimi Yoshida, Adrian Luca or Grant Alexander. With each only recently discovering



their powers, they find themselves having to choose their allies and enemies. Either they will follow the path of the X-Men or join the belligerent Brotherhood of Mutants.

FAMILIAR FACES

Fans will recognise a whole host of familiar characters throughout the

game, including the likes of the Juggernaut, Cyclops, Magneto, Mystique and Wolverine.

Players can even collect X-Genes, which will lend them a power from an established member of the *X-Men* universe.

The game also features a few famous actors who have lent their

voices to the X-Men, such as Milo Ventimiglia from TV series *Heroes*.

With abilities such as shadow matter and density control to play with, as well as the freedom to choose friends and foes from among the most popular X-Men, *Destiny* is set to be an exciting addition to the Marvel family.

Released:
September 30th

Formats:
PS3, 360, Wii, DS

Publisher:
Activision

Developer:
Silicon Knights

Price:
Various

Distributor:
CentreSoft

Contact:
0121 625 3388

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RECOMMENDED: THE GUNSTRINGER

The Gunstringer

Microsoft releases a motion-sensing Wild West shooter with a budget price tag. **Dominic Sacco** locks and loads



ORIGINALLY DESIGNED as a download-only title destined for Xbox Live Arcade, Microsoft's *The Gunstringer* is now a fully-fledged retail product.

Not only that, but as the first action shooter on Kinect, the title is a pioneer for Microsoft's motion accessory, leading a new wave of games that cater to more traditional shooter fans.

That's not to say the game isn't for the more casual player. Far from it. With its colourful cartoon style and easy-to-pick-up gameplay, along with its core shooter mechanics, *The Gunstringer* is a Kinect title that offers something for all kinds of users.

It's also safe to say there's nothing else quite like this on the market. The action game is presented as one giant stage show. It blends third-person shooting with platforming, and includes a Spaghetti Western-themed soundtrack as well as Clint Eastwood-style narration.

Plus, the protagonist is a zombie cowboy marionette.

Gameplay consists of 2D and 3D sections, run-and-gun shoot-outs and boss battles.

There are plenty of items to collect along the way, but it's the motion gameplay that makes it stand out.

While aiming at the screen, players can flick their right hand up



It's safe to say there's nothing quite like this on the market. If it all sounds a tad crazy, that's because it is.

to their shoulder to fire the in-game gun, and use their left hand to move the Gunstringer character around.

The storyline is as unique as the gameplay, too. Players take the Gunstringer on a revenge mission against a posse that abandoned him and left him for dead.

All the enemies have a comedic nature, from the standard outlaws



Released:
September 16th

Formats:
360

Publisher:
Microsoft

Developer:
Twisted Pixel

Price:
£29.99

Distributor:
Gem

Contact:
01279 822800



to one of the game's first bosses, Wavy Tube Man, who imitates the inflatable mannequins used at outdoor festivals.

The game includes four main plays, with two acts each, as well as an intro and a finale.

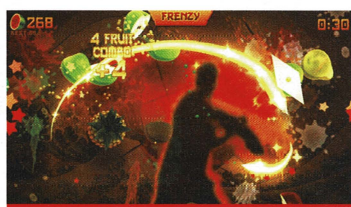
BILLY THE QUID

With its attractive £29.99 price point and a wide range of pre-order incentives (see 'Fruity bonus' and 'Pre-order props'), *The Gunstringer* presents games buyers with an enticing proposition.

Additionally, those who pick up the game at release will be able to download a free add-on pack called *The Wavy Tube Man Chronicles*. This puts players up against the son of Wavy Tube Man, who travels through time to prevent his father's death at the hands of the Gunstringer.

If it all sounds a tad crazy, that's because it is.

The Gunstringer is an ambitious motion-sensing shooter and one that has the opportunity to perform well ahead of the major Q4 releases. Crazy? Yes. Stupid? Definitely not.



FRUITY BONUS

The Gunstringer comes with a code that lets buyers download *Fruit Ninja Kinect* for free. This is a motion-sensing version of the hit iPhone game *Fruit Ninja*. Players must swing their arms to slice up fruit as it falls from the top of the screen. The game was released as a paid-for Xbox Live download earlier this week.

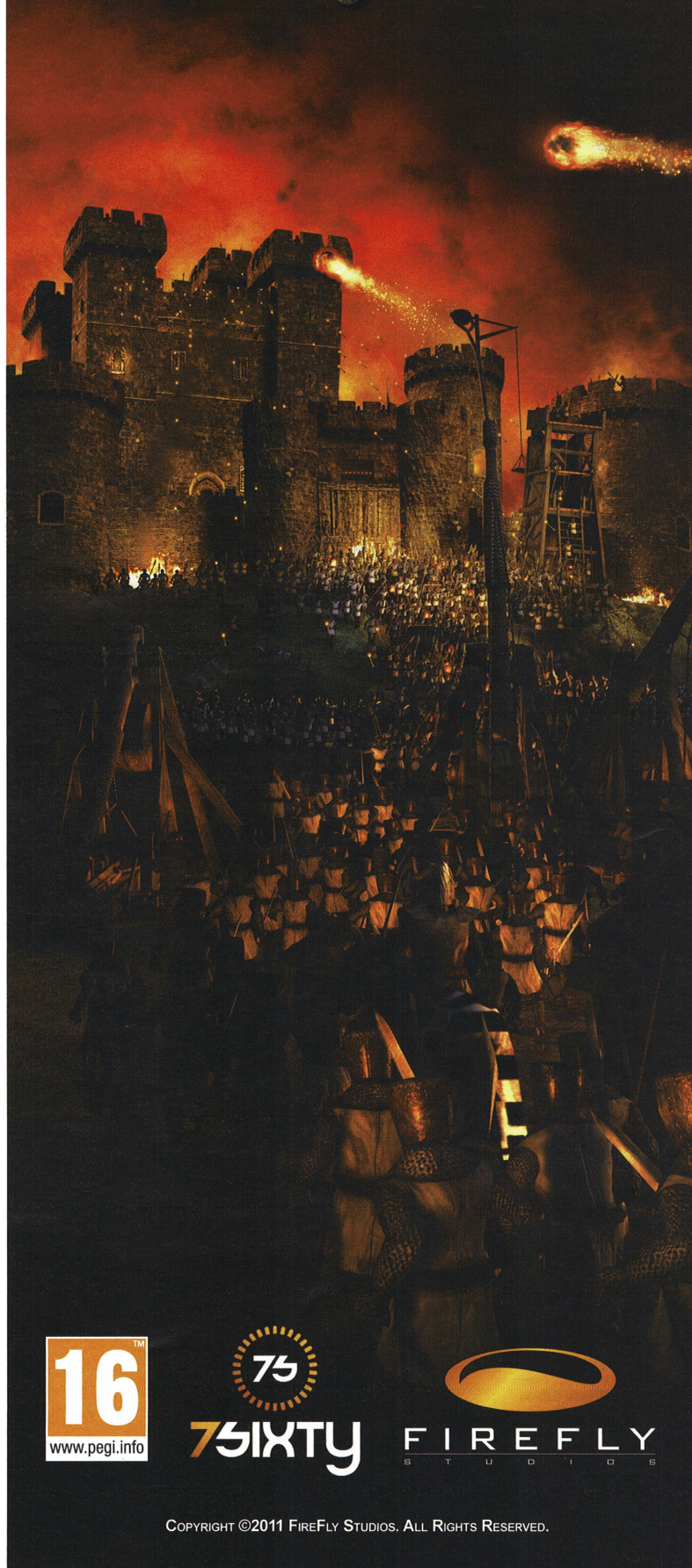


PRE-ORDER PROPS

Customers who pre-order the game will also receive two bonus download codes. These can be used to access *Gunstringer*-based avatar props on the Xbox Live marketplace for free.

"THE LONG-AWAITED
COMEBACK FOR GAMING'S
PREMIER CASTLE SIM." – IGN

STRONGHOLD 3



75
SIXTY



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PRE-ORDER CHARTS

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TOP 10 PRE-ORDERS

**BATTLEFIELD 3 – LIMITED EDITION**
360, EA2. **Batman: Arkham City Collector's Ed.**
360.....Warner Bros3. **Dead Island**
360.....Deep Silver4. **Halo: Combat Evolved Anniversary**
360.....Microsoft5. **Batman: Arkham City Collector's Ed.**
PS3.....Warner Bros6. **Star Wars: The Old Republic**
PC.....EA7. **Battlefield 3 – Limited Edition**
PS3.....EA8. **Dead Island**
PS3.....Deep Silver9. **FIFA 12 – Special Edition**
360.....EA10. **Gears of War 3**
360.....MicrosoftWeek ending: August 5th
Source: ShopTo.net**amazon.co.uk**
and you're done.

TOP 10 PRE-ORDERS

**STAR WARS: THE OLD REPUBLIC**
PC, EA2. **Battlefield 3 – Limited Edition**
PC.....EA3. **Call of Duty: Modern Warfare 3**
360.....Activision4. **Battlefield 3 – Limited Edition**
360.....EA5. **FIFA 12 – Special Edition**
360.....EA6. **Call of Duty: Modern Warfare 3**
PS3.....Activision7. **Battlefield 3 – Limited Edition**
PS3.....EA8. **Gears of War 3**
360.....Microsoft9. **FIFA 12 – Special Edition**
PS3.....EA10. **Rugby World Cup 2011**
PS3.....505 GamesWeek ending: August 5th
Source: Amazon.co.uk

FROM THE FRONTLINE

This week we talk to Nick Whitehead from online independent retailer Xbite

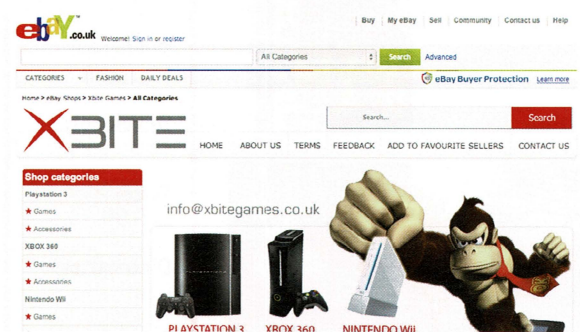
Can you tell us about the background of Xbite – how did you start out?

I started in a bedroom selling on eBay in 2004. I left my well-paid job prior to that as I wanted to do something on my own. Before starting Xbite I started a disc cleaning company – Three-r.co.uk – which is still running today. I started to buy some games and cleaned them up myself before selling

them on eBay. Then I started going to the usual suppliers and it grew from there. In a savage marketplace like eBay we managed to make it work where a lot of people were dropping out.

So why did you choose to set up on eBay?

eBay was kicking off at the time. Plus, the entry cost online is nothing really whereas the entry cost for



opening a shop is very high. It worked – we've seen massive growth in the last 18 months.

What kind of growth?

We recently expanded our warehouse and office space to 10,000 sq ft.

Want your store to feature in MCV? Please contact dominic.sacco@intentmedia.co.uk or call 01992 535 646.

PRICE CHECK: EXETER

**Child of Eden**
Ubisoft, Xbox 360**L.A. Noire**
Rockstar, PS3**Smurfs Dance Party**
Ubisoft, Wii**Nintendogs + cats: French Bulldog**
Nintendo, 3DS

IN STORE

	gamestation	Sainsbury's	hmv	Argos
Child of Eden	£29.98	£29.99	£27.99	£36.99
L.A. Noire	£39.99	£39.99	£29.99	£42.99
Smurfs Dance Party	£19.99	£17.99	£19.99	N/A
Nintendogs + cats: French Bulldog	£34.99	£24.99	£27.99	£29.99

ONLINE

	amazon.co.uk	ShopTo.net	bee.com	TESCO
Child of Eden	£24.00	£19.85	£28.99	N/A
L.A. Noire	£33.97	£37.85	£36.99	£25.00
Smurfs Dance Party	£17.10	£17.86	£13.99	N/A
Nintendogs + cats: French Bulldog	£19.99	£17.86	N/A	£31.70

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GEARS OF WAR BOARD GAME

THE HUMAN soldiers and alien Locust from Microsoft's popular *Gears of War* shooter series get the miniature treatment in this board game.

Up to four players can take part in seven randomly constructed missions made up of map tiles, and the only

way to complete each one is to work together.

The game even incorporates tactics from the video games, such as running from cover to cover and cutting enemies in half with the Lancer.

The board game comes with around 200 cards, 75

tokens and 30 plastic figures which are similar to the popular *Warhammer* miniatures.

The latest video game in the series – *Gears of War 3* – is out in the UK on September 20th.

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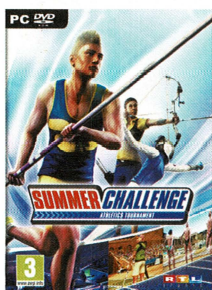
DOWNLOAD OUR APP

Search iTunes for 'MCV' to get our free iPhone news app and iPad digital edition

INCOMING The next few weeks may be quiet, but big hitters like Deus Ex and Driver are getting closer

TITLE	FORMAT	GENRE	PUBLISHER	TELEPHONE	DISTRIBUTOR
August 12th					
7 Wonders: Treasures of Seven	DS	Puzzle	Avanquest Software	01480 359403	Open
Mystery Tales Part 2	DS	Puzzle	Easy Interactive	0121 506 9590	Advantage
Mystic Diary 1 & 2	PC	Puzzle	Focus Multimedia	01889 571207	Open
Naruto Shippuden: Ultimate Ninja Storm 2	PS3	Action	Namco Bandai	0121 506 9590	Advantage
Pheasants Forever	Wii	Family	Funbox Media	01279 822800	Gem
August 19th					
Agarest: Generations of War Zero	PS3	Action	Ghostlight	01376 555 300	Open
Arcana Heart 3	360/PS3	Fighting	PQube	0121 625 3388	CentreSoft
Country Dance	Wii	Family	Funbox Media	01279 822800	Gem
Dark Parables 2: The Exiled Prince	PC	Puzzle	Focus Multimedia	01889 571207	Open
Farm Frenzy 3	DS	Puzzle	Easy Interactive	0121 506 9590	Advantage
Timmy Time	DS	Family	Avanquest Software	01480 359403	Open
Xenoblade Chronicles	Wii	Action	Nintendo	01753 483700	Open
Youda Legend: Amsterdam Diamond	DS	Puzzle	Easy Interactive	0121 506 9590	Advantage
August 26th					
1001 Touch Games	DS	Puzzle	Avanquest Software	01480 359403	Open
Anomaly: Warzone Earth	PC	Adventure	Lace Mamba Global	01273 202220	Open
Deus Ex: Human Revolution	360/PS3/PC	Shooter	Square Enix	020 8636 3000	Open
Garhasp: Warzone Earth	PC	Action	Lace Mamba Global	01273 202220	Open
Inazuma Eleven	DS	Sport	Nintendo	01753 483700	Open
Jewel Quest 4 Heritage	DS	Puzzle	Licensed 4U	020 8941 8877	Open
Pac-Man and Galaga: Dimensions	3DS	Action	Namco Bandai	0121 506 9590	Advantage
Ports	PC	Simulation	Excalibur Publishing	01869 338833	Contact Sales
Rugby World Cup 2011	360/PS3	Sport	505 Games	0121 506 9590	Advantage
Sam & Max: The Devil's Playhouse	PC	Adventure	Lace Mamba Global	01273 202220	Open
Summer Challenge	360/PS3/Wii/PC	Sport	PQube	0121 625 3388	CentreSoft
Super Meat Boy	PC	Platformer	Lace Mamba Global	01273 202220	Open
Tropico 4	360/PC	Strategy	Kalypso Media	0121 506 9590	Advantage
September 2nd					
Assassin's Creed II	PC	Action	Focus Multimedia	01889 571207	Open
Bodycount	360/PS3	FPS	Codemasters	01279 822800	Gem
Champion Jockey	360/PS3/Wii	Sport	Tecmo Koei	01462 476 130	Open
Driver Renegade	3DS	Racing	Ubisoft	01279 822800	Gem
Driver San Francisco	360/PS3/Wii/PC	Driving	Ubisoft	01279 822800	Gem
Dual Pen Sports	3DS	Sports	Namco Bandai	0121 506 9590	Advantage
Guild Wars Trilogy	PC	Online	NCsoft	01256 385200	Koch Media
Men of War - Vietnam	PC	Strategy	Lace Mamba Global	01273 202220	Open
Penny Dreadfuls Sweeney Todd	PC	Puzzle	Focus Multimedia	01889 571207	Open
Phil Taylor's Power Play Darts	DS	Sports	Funbox Media	01279 822 822	Gem
We Dance	Wii	Family	Nordic Games	01428 654033	Open

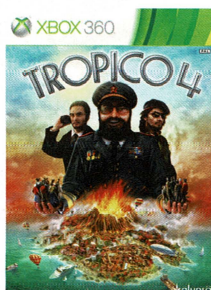
MUST STOCK



SUMMER CHALLENGE

Released: August 26th
Format: 360, PS3, Wii, PC
Publisher: PQube
Distributor: CentreSoft
Contact: 0121 625 3388

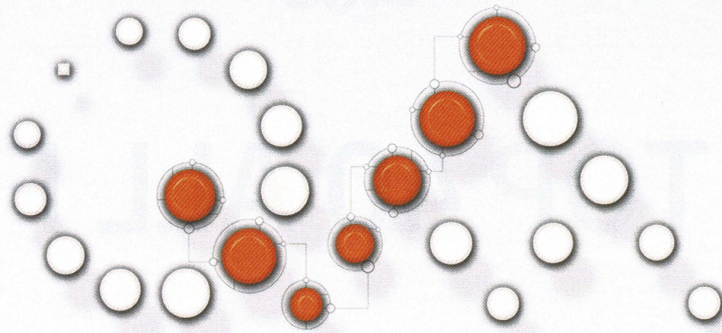
The first title to be published as part of PQube's distribution deal with German firm dtp. This game provides players with a wide range of track and field events to compete in.



TROPICO 4

Released: August 26th
Format: 360, PC
Publisher: Kalypso
Distributor: Advantage
Contact: 0121 506 9590

Kalypso Media's popular RTS series returns for a fourth instalment. Once again, players take on the role of a tyrannical dictator and must craft an tropical empire to show off their might.



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[ANALYSIS]

by Christopher Dring



IT MAY not be dramatic, but **505 GAMES** and *Zumba Fitness* is still the retail revelation.

It rose in sales this week, up by 16 per cent, and that's despite the fact the game has been out for so long that a sequel is almost finished.

It has been No.1 11 times this year, putting it in joint third for the most No.1s (alongside a raft of *FIFA* titles). If it can shrug off competition from the incoming influx of September blockbusters, the game could even do the unthinkable and topple Eidos' *Who Wants To Be a Millionaire*, which has an incredible 18 No.1s from 2000.

CODEMASTERS has raced up the charts this week. In fact sales of *Dirt 3* rose by a very nice 50 per cent following a spate of price promotions at retail.

It means **DISNEY'S** *Cars 2* has dropped to third place, and it dropped in sales as well, down 16 per cent week-on-week.

Just Dance 2 (down four per cent) and *LEGO Pirates of the Caribbean* (down six per cent) make up the remainder of the Top Five.

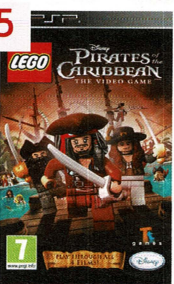
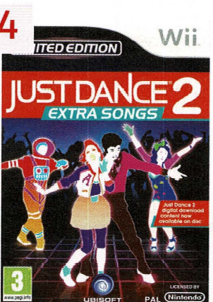
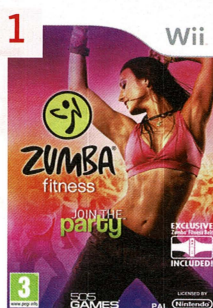
Meanwhile, kids and families are still going crazy over *Harry Potter*. Well, the **LEGO** version anyway. The **WARNER BROS** game enjoyed a sales increase of 24 per cent, despite being just over a year old. It now sits at No.8, just behind the more recent *Harry Potter and the Deathly Hallows: Part 2* from **EA**, which suffered a sales dip of 19 per cent.

There are three **LEGO** games in the Top 40, the other being **LUCASARTS'** *LEGO Star Wars III* at No.32.

As probably the quietest week all year for new releases, there were no new games in the Chart-Track Top 40.

TOP 40 ALL FORMATS

[ENTERTAINMENT - ALL PRICES]



■ New Entry
■ Re-Entry

Week ending
August 6th 2011

1

ZUMBA FITNESS

Formats: Wii, 360, PS3

Developer: **Pipeworks Software** Publisher: **505 Games**

This week	Last week	Title	Publisher
2	6	DIRT 3 360, PS3	Codemasters
3	2	CARS 2 Wii, DS 360, PS3,	Disney Interactive
4	4	JUST DANCE 2: EXTRA SONGS Wii	Ubisoft
5	5	LEGO PIRATES OF THE CARIBBEAN Wii, DS, 3DS, 360, PS3, PC, PSP	Disney Interactive
6	9	FIFA 11 360, PS3, Wii, PS3, PSP, DS, PC	EA
7	3	HARRY POTTER AND THE DEATHLY HALLOWS: PART 2 360, PS3, Wii, PC, DS	EA
8	13	LEGO HARRY POTTER: YEARS 1-4 Wii, DS, 3DS, 360, PS3, PC, PSP	Warner Bros
9	9	L.A. NOIRE 360, PS3	Rockstar Games
10	3	CALL OF JUAREZ: THE CARTEL 360, PS3	Ubisoft
11	16	THE SIMS 3 PC, DS, 360, PS3, Wii, 3DS	EA
12	40	PORTAL 2 360, PS3, PC	EA/Valve
13	14	ASSASSIN'S CREED: BROTHERHOOD 360, PS3	Ubisoft
14	11	DUNGEON SIEGE III 360, PS3, PC	Square Enix
15	10	CALL OF DUTY: BLACK OPS PS3, 360, Wii, PC, DS	Activision
16	30	DUKE NUKEM FOREVER 360, PC, PS3	2K Games
17	21	JUST DANCE 2 Wii	Ubisoft
18	26	SNIPER: GHOST WARRIOR PS3, 360, PC	City Interactive
19	15	BRINK 360, PS3, PC	Bethesda
20	18	FIGHT NIGHT CHAMPION 360, PS3	EA
21	19	WII SPORTS RESORT Wii	Nintendo
22	38	HOMEFRONT 360, PS3, PC	THQ
23	20	BATTLEFIELD: BAD COMPANY 2 360, PS3, PC	EA
24	12	THE SIMS 3: TOWN LIFE STUFF PC	EA
25	25	UFC PERSONAL TRAINER 360, PS3, Wii	THQ
26	27	RED FACTION: ARMAGEDDON 360, PS3, PC	THQ
27	NEW	EA SPORTS ACTIVE 2 Wii, PS3, 360	EA
28	32	THE SIMS 3: GENERATIONS PC	EA
29	23	TIGER WOODS PGA TOUR 12: THE MASTERS 360, PS3, Wii	EA
30	22	BATMAN: ARKHAM ASYLUM 360, PS3, PC	Square Enix
31	35	MARIO KART WII Wii	Nintendo
32	17	LEGO STAR WARS III: THE CLONE WARS Wii, DS, 3DS, 360, PS3, PC, PSP	LucasArts
33	24	TRANSFORMERS: DARK OF THE MOON 360, PS3	Activision
34	34	ART ACADEMY DS	Nintendo
35	28	RED DEAD REDEMPTION 360, PS3	Rockstar Games
36	NEW	POKÉMON WHITE VERSION	Nintendo
37	31	CRYSIS 2 360, PS3, PC	EA
38	36	WII FIT PLUS Wii	Nintendo
39	33	THE LEGEND OF ZELDA: OCARINA OF TIME 3D 3DS	Nintendo
40	29	MICHAEL JACKSON: THE EXPERIENCE 360, PS3, Wii, DS, PSP	Ubisoft

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OFF THE RECORD

This week, we celebrate the end of MCV's UFC Industry Fitness Challenge by showing off the initial wave of After photos from contestants, as well as acknowledging their greatest accomplishments. Plus, OXM's Mike Channell and Square Enix are the latest to push their limits for charity



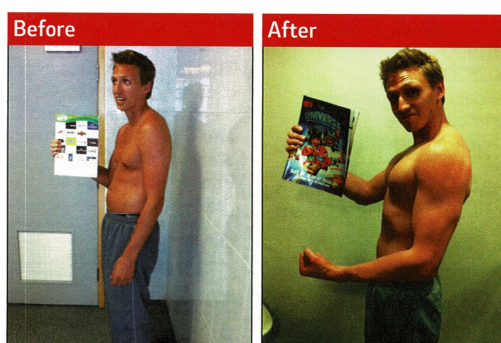
THE CONTESTANTS: BEFORE AND AFTER

THEY THINK IT'S ALL OVER

And, sadly, they're right. Lay down the dumbbells, take off your running shoes and reassume your position on the couch. The MCV UFC Industry Fitness Challenge has officially closed.

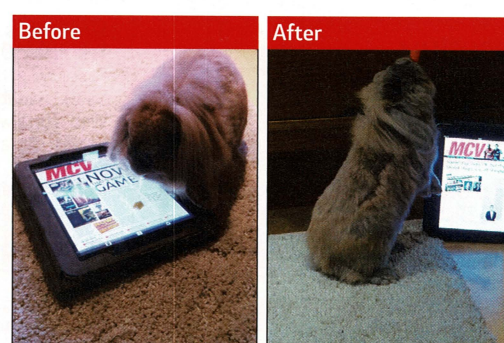
At the time of press, we're still receiving After photos, which will be considered by a panel that includes an official UFC judge. We'll be announcing the winners shortly after Gamescom.

In the meantime, feast your eyes on the muscle-bound manliness spread across these pages.



Alistair Williams, Future Publishing

Jogging to work has not only helped Williams win bets against his colleagues but also beef up his arms



Angus

Unfortunately, it's hard to see how much this long-eared contestant has lost through all the fur



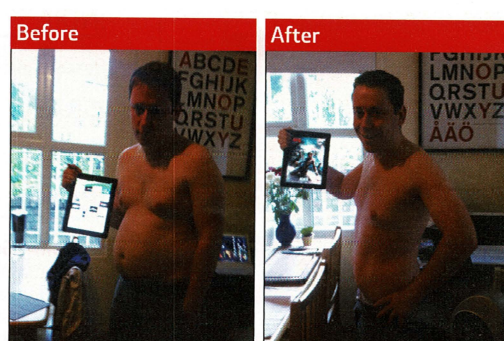
Darren Newnham, TeePee Games

Perhaps Newnham's greatest accomplishment is finishing his pint and venturing outside



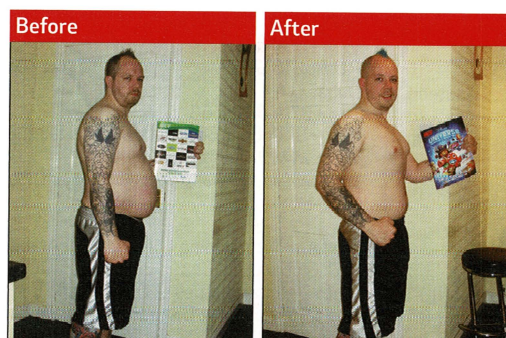
Greg Ellwood, Entertainment Focus

Online journalist Ellwood says he's lost a total of 7lbs and built up plenty of muscle



Guy Cocker, GameSpot UK

Some impressive work here from the *GameSpot UK* editor, who claims to have lost 1.34 stone



Iain McDougall, GAME

The Scottish store manager spent more than 30 hours on *UFC Personal Trainer* last month



James Harvey, Cardiff and South Wales Advertiser

In addition to his daily *UFC* workout, Harvey's been running between five and 10km every day



James Orry, VideoGamer.com

Orry suffered an early setback after an "alcohol-fuelled *SingStar* binge" but soon got back on track

MCV RETAIL ADVISORY BOARD MCV takes soundings from its Retail Advisory Board on the biggest issues in



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Johnny Chiodini, GameSpot UK

When he wasn't exercising, Chiodini kept the industry amused with regular smack-talking video updates



Lewis Rayne, The Average Gamer

Rayne says he's lost almost 10kg and celebrated the contest's end with a "well-earned cider"



Neil Gorton, Ginx TV

Chiodini's arch nemesis has developed a brand new form of "martial arts". And washed his chest.



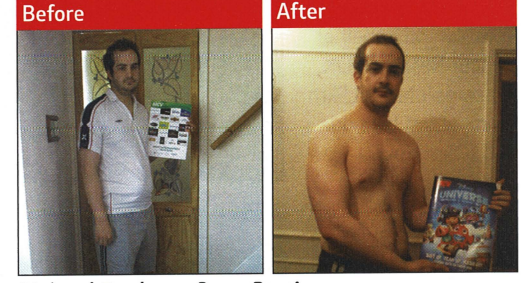
Nick Gibbs-McNeil, Pitch Black

The online media firm's MD managed to lose weight without giving up beer or his usual diet



Paul Rayment, Dubit Ltd

Angus' owner certainly seems to have made more progress than his pet



Richard Boobyer, GameStation

The Cwmbran store manager says he has lost over half a stone and feels "healthier and happier" now



Seb Ford, GameSpot UK

Inventor of the Camera Bag Tricep Curls, Ford's progress rivals that of his GameSpot co-workers



Steve Hogarty, Official Nintendo Magazine

No, these are not photos from Hogarty's burgeoning modelling career – they're just for us



Steve Owen, Games Press

The site's technical director proudly tell us he fits into 34 inch trousers for the first time in 11 years

FROM THE ARCHIVE... TWELVE YEARS AGO

MCV August 13th 1999

NEWS

MCV co-sponsors ECTS and signs up to present the trade show's highest award: the 1999 MCV Best of British Award... Sega joins forces with BskyB in a deal that will see the Dreamcast and the SkyDigital set-top box packaged together... Sci bags the rights to produce video games based on *The Italian Job*... Future Publishing dominates the half-year ABCs with sales led by *Official PlayStation Magazine*, which shifts over 385,000 copies per month...



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2. *Syphon Filter*.....SonyPSX
3. *Silent Hill*.....KonamiPSX
4. *Gran Turismo*.....SonyPSX
5. *Colin McRae Rally*.....Codemasters.....PSX, PC

AND FINALLY

In the latest Bluffer's Guide, MCV provides a rundown of everything you could possibly need to know about *Pokémon* before the franchise finally arrives in the UK. Nintendo's UK distributor THE predicts the first games – *Pokémon Red* and *Blue* – will shift 1m units by the end of the year, and another 3m in 2000.

the industry. The current members are...



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OXM's Mike Channell raised over £2,000 by running the London Triathlon on behalf of Cancer Research UK. He completed a 1.5km swim, 40km bike ride and 10km run.



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An impressive 31 members of Square Enix Europe entered this year's Oxfam Trailwalker challenge: a 100km hike over 30 hours.

The firm was the second largest fundraising organisation, generating £19,613 in total.



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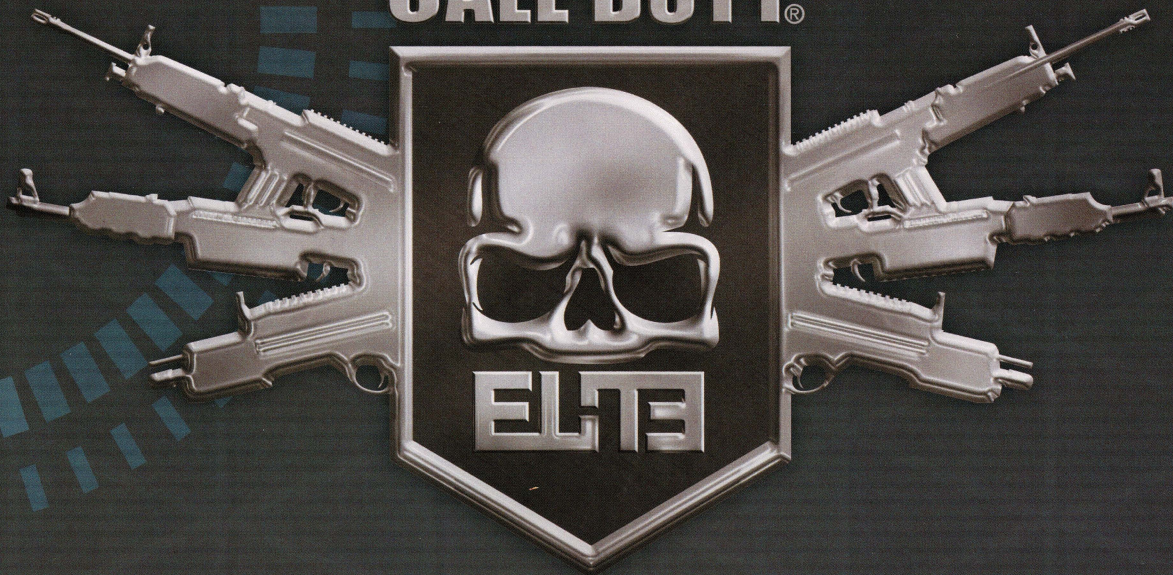
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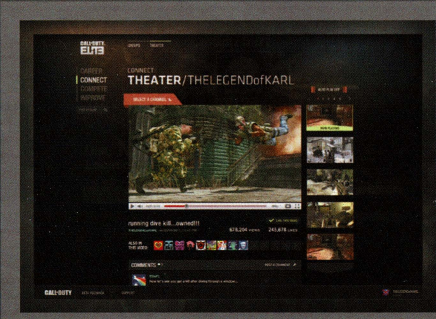
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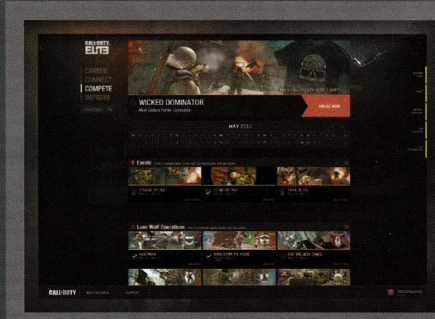


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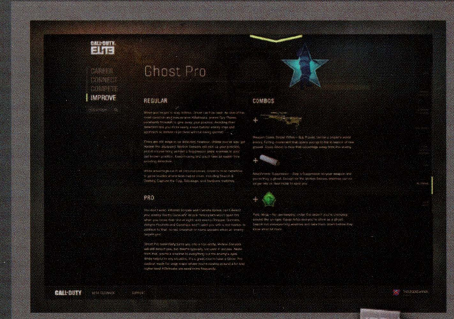
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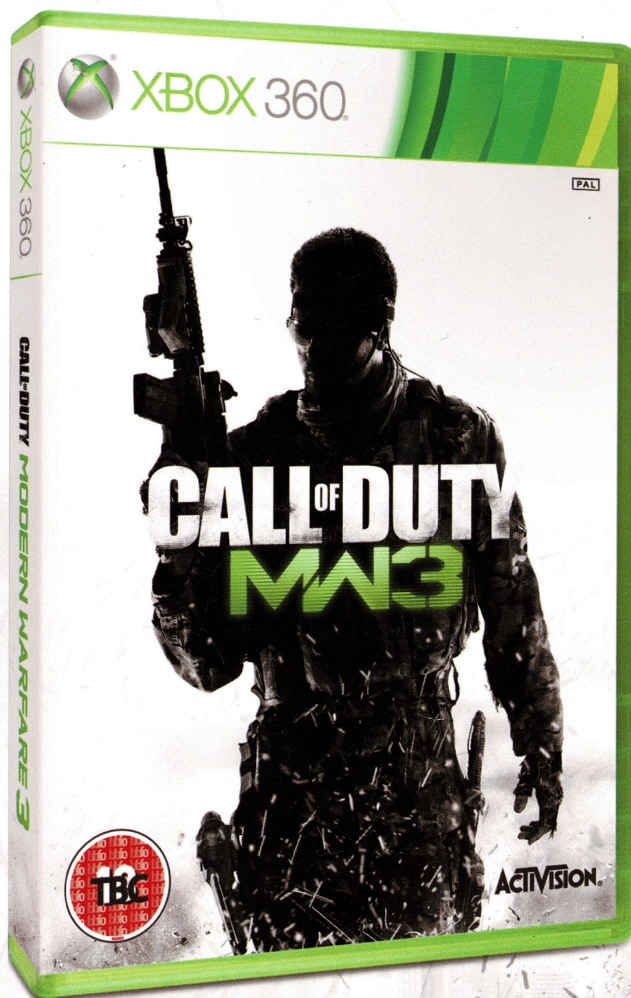
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